

Vogue

INCORPORATING VANITY FAIR



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SPRING FORECAST — FABRICS — BEAUTY • FEBRUARY 15, 1938 • PRICE 35 CENTS



TOMORROW'S TASTE

IN TODAY'S FASHIONS . . .

Stroock CLOUDRIFT

. . . . against a background of

New York's 1939 World's Fair. And in perfect harmony! This famous coating

anticipates the mode. It travels light and luxuriously

in any climate, because Stroock has blended the finest

underdown of the camel with other rare fibres to produce a

thermostatic quality.

Paris says broad

shoulders—detailed simplicity—Botticelli pastels—and you find them all glorified in coats of

Stroock Cloudrift.

At your favorite store, or write Grossman & Spiegel, Inc., 512 Seventh Avenue, New York,

sole makers of Stroock Camel Hair Coats for women. *There is no substitute for Stroock quality.*

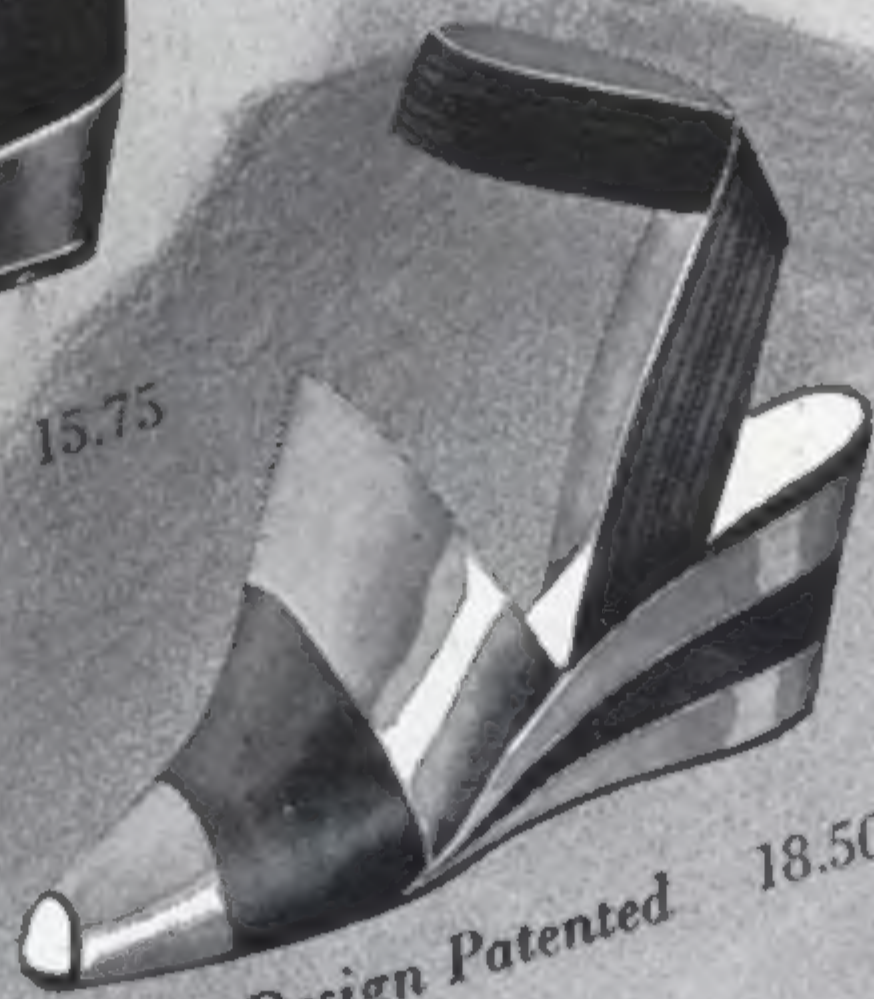
Lined with DUCHESS acetate rayon SATIN

SAKS FIFTH AVENUE
NEW YORK CHICAGO

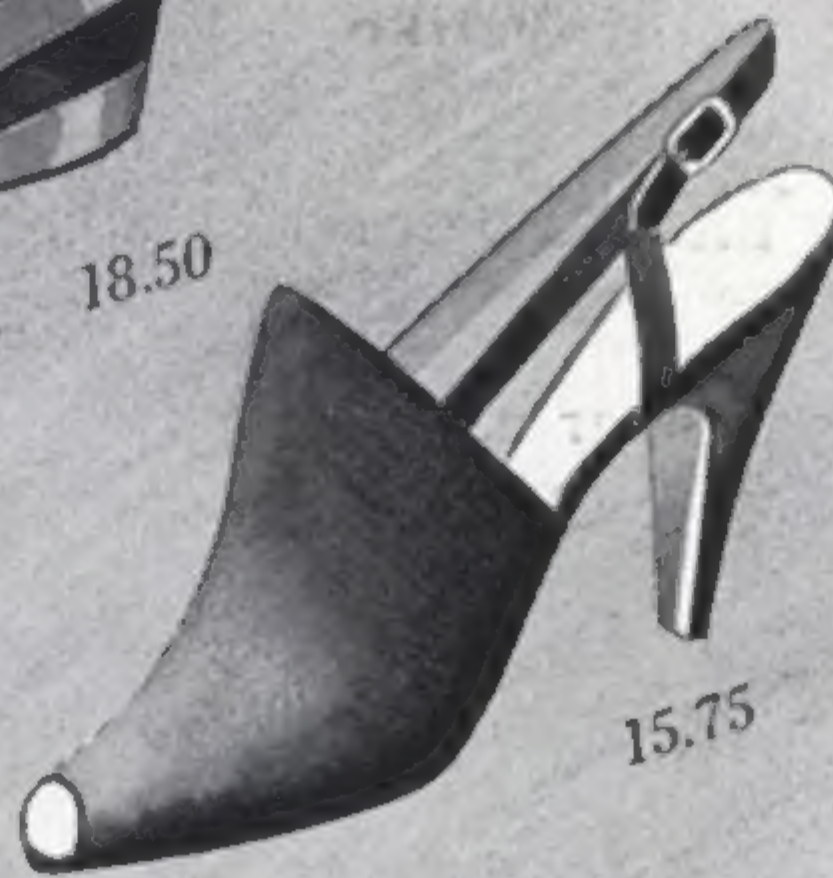
the fine Italian hand of Ferragamo



U.S. Design Patented 15.75



U.S. Design Patented 18.50



15.75



15.75

Eloquent in these handmade shoes, which are made especially for, and imported by Saks Fifth Avenue, in a myriad of colors and styles. As the creator of LIFTS* and all manner of inspirational and unconventional footwear, Ferragamo has drawn half the continental beau monde to his smart little shop in Florence.

*Reg. applied for

Also Saks Fifth Avenue Chicago

Fromm Pedigreed Foxes are identified, in addition to the medallion, by the Fromm trademark and medallion number, stamped on the leather side of each pelt.

COURTESY
RUSSEKS
NEW YORK

**THIS THING CALLED BEAUTY
CAN BE ACQUIRED**

Some women are born with beauty, but many of the women who are rated loveliest acquire it by conscious effort. Clever women invariably add Fromm Fox to their spring suits. They know that the *superlative silvering* gives a subtle light to their eyes . . . a charming clearness to their skin. Its *exquisite silkiness* softens the contour of the face. For the enviable touch of distinction there is nothing like this most luxurious of furs. The flair for flattery is *bred* in Fromm Foxes over many generations. You own the pedigree certificate of your fur simply by mailing the medallion detached from the skin to Fromm Bros., Inc., Hamburg, Wisconsin.



FROMM

Bright with Silver PEDIGREED FOXES





And now...

a 'second edition' of
our engaging

Younger crowd fashions**

Introduced by Lord & Taylor only three months ago...and already famous from east coast to west! Famous because these are clothes designed specifically for girls from 12 to 16 years. NOT ultra sophisticated "junior miss" fashions, certainly not regular "misses'" styles and most emphatically NOT "little girl" clothes...instead very charming "Younger Crowd" fashions! Here's the newest edition, created by two of our favorite young American designers; Kay Martin and Ruth MacFarlane. Each fashion bears its identifying silk label and is tagged with its designer's name. On the NEW Young People's Floor...the Sixth

***Originated, sponsored and registered by Lord & Taylor,** (424 Fifth Avenue, New York). Franchises to sell "Younger Crowd Fashions**" have already been granted to 80 of America's leading shops and stores from east coast to west.

Lord & Taylor

The Suits... (at top)

Plaid-and-plain (left), lovely Hockanum wool tweed. Blue, tile or yellow plaid jacket. Solid color skirt. 12-16. 29.75

The "topper" coat you may have in matching plaid or plain. 19.75

The matching plaid hat (Rose Descat design). 3.95

Short-and-boxy (right), Shetland wool tweed with wonderful shoulders and a beautiful skirt. Basque Blue, Peony Red, Willow Green. Sizes 12 to 16. 25.00

Hat, copy of an Agnes original, 3.95

Both suits are Kay Martin originals.

The Coats... (at left, below)

The Classic Coat (left), has wonderful lines! Two pressed gores in back for swing! Meadowbrook wool tweed in Basque Blue, Cedarwood Beige, Grey. 12-16. 19.95
Hat, copied from Suzy, 3.95

A new box coat (right), with fly-front in Shetland wool tweed. Peony Red, Basque Blue, Navy. Sizes 12-16. 29.75
Hat, copy of Blanche et Simone, 3.95

Both coats are Ruth MacFarlane originals.

I. MAGNIN & CO.
CALIFORNIA — SEATTLE





FAMOUS SPECIALTY STORES GROUP SPONSORS *Darleen**

This smartly styled garment is typical of foundations and girdles made of "DARLEEN" ELASTIC YARN prominently featured by such leading specialty stores as:

L. L. BERGER, INC. . . BUFFALO, N.Y.
HARZFELD'S, INC., KANSAS CITY, MO.
THE LINDNER CO'Y

CLEVELAND, OHIO

E. T. SLATTERY CO. BOSTON, MASS.
B. F. DEWEES, INC., PHILADELPHIA, PA.
THE UNION CO. COLUMBUS, OHIO
HIMELHOCH BROS. & CO.

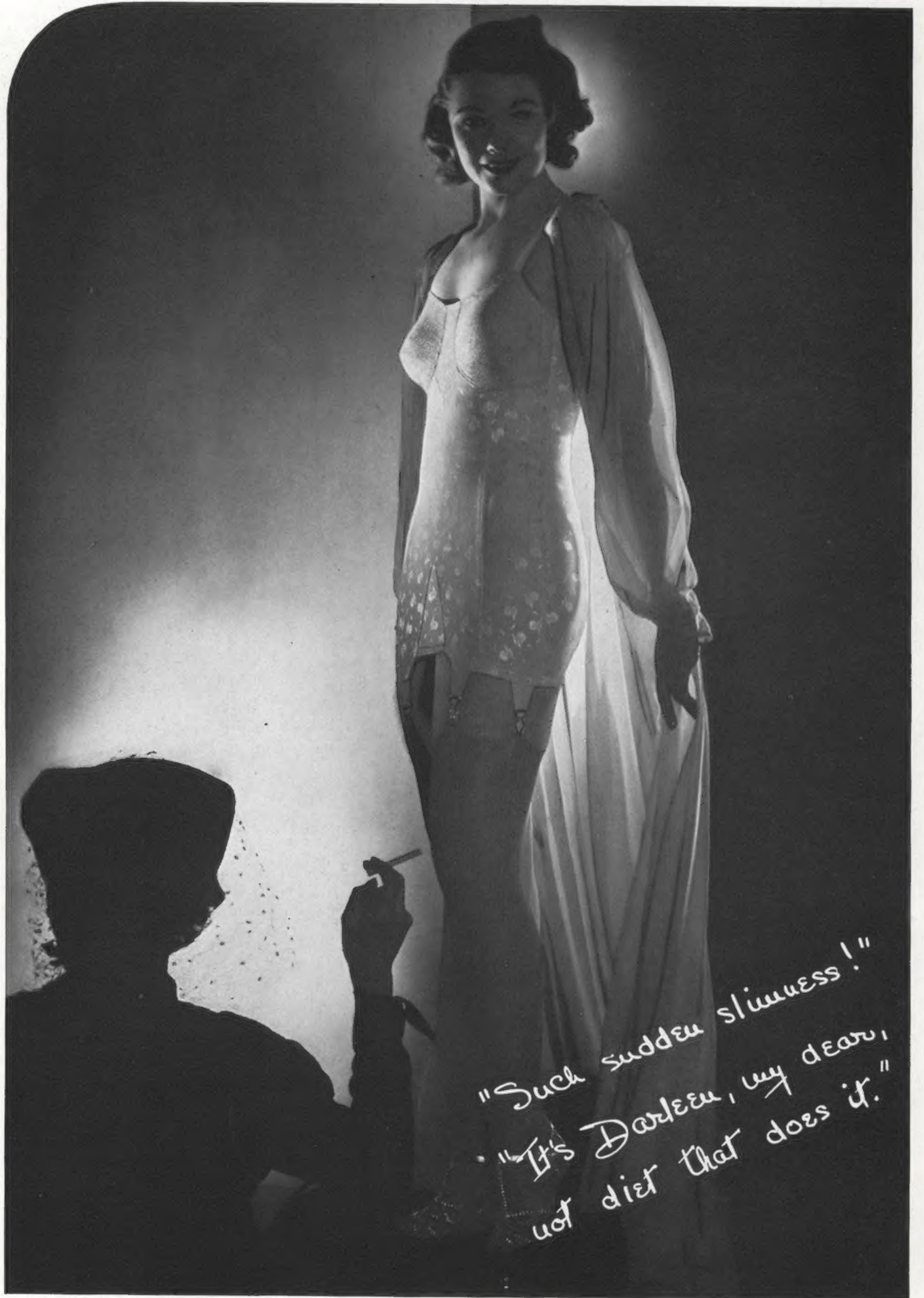
DETROIT, MICH.

CHAS. LIVINGSTON & SONS, INC.
YOUNGSTOWN, OHIO

THE STERN & MANN CO.
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THE ADDIS CO. . . SYRACUSE, N.Y.
FRANK R. JELLEFF, INC.

WASHINGTON, D. C.



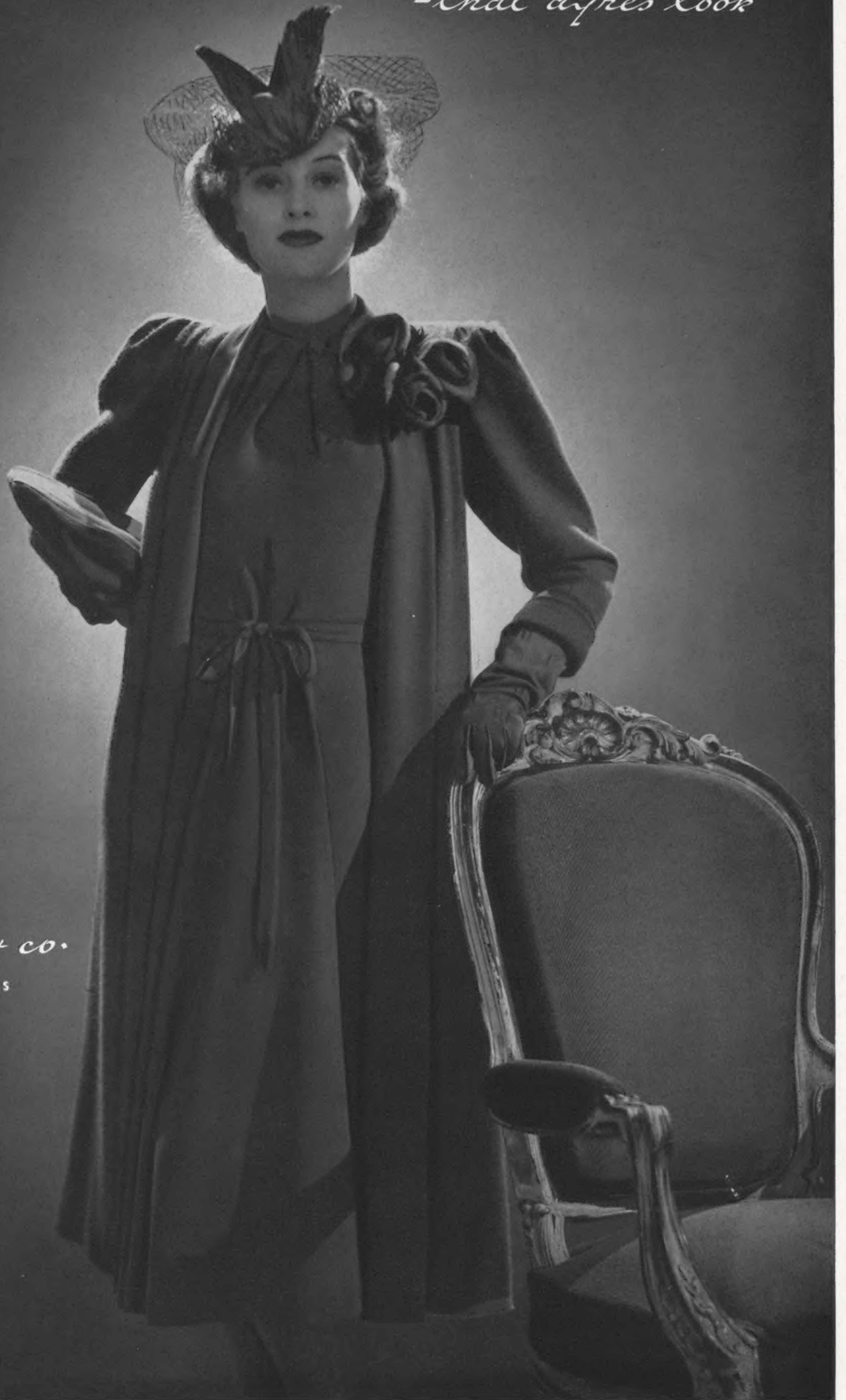
"Such sudden slimmess!"
"It's Darleen, my dear,
not diet that does it."

Darleen THE NEW FINER ELASTIC YARN used in foundation fabrics that are making "Figure-Firsts" this spring. There is decided discipline and hidden power in the extra snap and strength of "DARLEEN'S" fine elastic thread. Firm and vital to the last wearing. "DARLEEN" comes in three weights for all types of figures and is featured in the foundation garments of all well-stocked corset departments.

DARLINGTON FABRICS CORPORATION • 180 MADISON AVENUE • NEW YORK

*Reg. U. S. Pat. Off.

-that ayres look



L. S. Ayres + co.
INDIANAPOLIS

COSTUME BY GERMAINE MONTEIL.

HAT, BAG AND GLOVES BY JOHN-FREDERICS

California FASHION PREVIEWS



Copyright, 1938, California Fashion Previews, Inc.

● This spring California is combining the spruceness of sportswear with the drama of dress-up-and-go-places garb. Center Right: Norfolk jacket in splendid imported tweed, paired with a skirt in a softly woven monotone . . . \$29.95; far right: a paragon of classic smartness . . . in Crepe Whisper, a fabric woven with rayon . . . the colored zipper takes the neckline as high as you wish . . . \$15.95; far left: graduated tucks cascading down wide sleeves give infinite style to this coat of krimma kurl . . . \$29.95; center: as informal as you want . . . as dressed up as you may prefer . . . coat of krimma kurl, bound with Stirnridge . . . \$29.95.

Spring Vanguard



TOM KELLEY

SERVING on our Style Selection Committee: Constance Bennett; Gwen Wakeling, designer for 20th Century-Fox; Howard Greer, Hollywood styl-

ist; Robert Kalloch, designer for Columbia Pictures; Omar Kiam, designer for Samuel Goldwyn; Irene Saltern, stylist for California Fashion Previews.

THESE AND OTHER CALIFORNIA FASHION PREVIEWS EXCLUSIVELY AT

Abilene, Texas . . . Minter Dry Goods Co.	Fort Worth, Texas . . . W. C. Stripling Co.	Peoria, Ill. P. A. Bergner Co.	Scranton, Pa. Scranton D. G. Co.
Albuquerque, New Mex. . . The Hazel Shop	Grand Rapids, Mich. . . Herpolsheimer Co.	Philadelphia, Pa. Gimbel Brothers	Sioux City, Iowa Pelletier's
Altoona, Pa. Wm. F. Gable Co.	Great Falls, Mont. . . The Paris Fligman Co.	Pittsburgh, Kan. Frohlich's Style Shop	South Bend, Ind. The Frances Shop
Arkansas City, Ark. The Newman Dry Goods Co.	Guthrie, Okla. Lintz Dept. Store	Ponca City, Okla. Frohlich's Style Shop	Springfield, Ill. Myers Bros.
Baltimore, Md. O'Neill & Co.	Hartford, Conn. G. Fox	Pocatello, Idaho Hassell's	Syracuse, N. Y. C. E. Chappell & Sons, Inc.
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Boston, Mass. Gilchrist Co.	Jackson, Miss. The Parisian	Portland, Ore. Olds, Wortman & King	Toledo, Ohio The Lamson Bros. Co.
Bridgeport, Conn. . . Howland Dry Goods Co.	Lansing, Mich. F. N. Arbaugh Co.	Poughkeepsie, N. Y. Luckey Platt & Co.	Warren, Ohio Hale Bros. Co.
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Canton, Ohio Halle Bros. Co.	McAllen, Texas Valley Mercantile Co.	Saginaw, Mich. Margo's	Wenatchee, Wash. The Fashion Shop
Cleveland, Ohio Halle Bros. Co.	Milwaukee, Wis. Gimbel Brothers	Salt Lake City, Utah Z. C. M. I.	Wilkes-Barre, Pa. The Isaac Long Store
Clarksburg, W. Va. . . Watts, Sartor, Lear Co.	Nashville, Tenn. Armstrong's	San Angelo, Texas The Maurice Shop	Wilmington, No. Carolina Wonder Dress Shop
Columbus, Ohio F. & R. Lazarus Co.	New Orleans, La. Maison Blanche Co. Ltd.	San Antonio, Tex. Siegel's Canadian	
Elkins, W. Va. Watts, Sartor, Lear Co.	New York, N. Y. Oppenheim, Collins & Co.	San Francisco, Calif. City of Paris D. G. Co.	

ASK YOUR LOCAL STORE FOR AN ILLUSTRATED BOOKLET

★ CALIFORNIA FASHION PREVIEWS.—PARK CENTRAL BUILDING LOS ANGELES, CALIFORNIA



Spring is near . . . says that soft Southern breeze.

Why not get in step! Why not change the OLD to the NEW, like magic, with some colorful Cannon towels!

AS YOU WERE: A bit listless, this A.M.? Nothing much new and fresh and interesting around the house. Same old styles, angles, colors. Ho-hum! . . . Well, this state of affairs is understandable, but easily fixable. For a fast and lasting recovery, try smartening up the bathroom. It's so simple, so pleasant a task—a treatment so sensible and so sure.

AS YOU WILL BE: First off, new Cannon towels practically do over one's bathing sanctum. You'll have a field day mixing colors, light and dark, and making NEW BEAUTY. And, if you're properly particular about bathing, you'll sense their peculiar skill in gentling the skin really dry. . . . So fix yourself and your setting with a smart buy in towels.

NEW CANNON TOWELS HERE PICTURED COST FROM ABOUT 69¢ TO \$1.50. OTHERS 25¢ TO \$2. MATCHED BATH SETS FROM \$1.95 AND UP . . . THE CANNON LABEL ALWAYS MEANS—HERE'S A BARGAIN.

Cannon fine quality **Towels**

THE FIRST NAME IN TOWELS IS THE LAST WORD IN SHEETS

VICTORIA MONUMENT, BUCKINGHAM PALACE

• Royal London at its loveliest—and royal London ladies surrounded with a new glamour—known as "Bond Street"—perfume of all gay young Georgians. Brought by Yardley to gild your own festivities also with its arresting glory, \$2.50 to \$13.50 in original royally emblazoned wrappings only. See also the amusing compacts and lipsticks designed to match its rococo splendor (\$3.50 and \$1.50, respectively).



Yardley's Bond Street
THE PERFUME OF ROYAL LONDON

"You'll love
a LaSalle!"



It's so amazingly **EASY TO DRIVE**...and it's such a **BEAUTY!**

MODEL ILLUSTRATED TWO-PASSENGER COUPE \$1295 AT DETROIT. TRANSPORTATION, LOCAL TAXES, EXTRA.



A GENERAL MOTORS VALUE

IT WOULD BE as superfluous as carrying coals to Newcastle to call LaSalle's exquisite *beauty* to the attention of a smart and cultured woman!

For women recognize *beauty* instantly, and instinctively. They **KNOW**, intuitively, what is *smart* and *chic*!

But there **IS** something about the beautiful new LaSalle that we want *all* women to know *all* about: LaSalle is—by far—the *easiest* car in the world to drive and to park!

That's because of the remarkable, but very simple, new Syncro-

matic gear shift. It's *not* an automatic shift. There's nothing new to learn. The lever is simply placed more conveniently on the steering column, at your fingertips! You drive and shift as you always have—but so much more quickly and easily!

And there's so much more room in the front compartment! There's no obstructing shift lever to soil your skirt or "snag" your hosiery. Three ride comfortably in the wide, deeply-upholstered front seat.

Really—driving the new LaSalle V-8 is unalloyed pleasure! Won't you enjoy this delightful experience—soon?



This enormous bag—so pliable you actually fold it over to carry it under your arm—wouldn't have been possible without the flexible little TALON fastener.

● This Spring, handbags grow bigger day by day! Yet even this huge "blonde" calfskin bag—so big you double it over to carry it—is as light and easy to manage as one of your dainty evening bags! That's because it's built around the lightweight, flexible Talon fastener . . . the one slide fastener good handbag-makers are careful to choose. Be just as particular yourself . . . Always remember to look for the name "Talon" on the pull-tab. For that's the handbag fastener that always works perfectly!

TALON, INC., MEADVILLE, PENNSYLVANIA

FOR HANDBAGS

TALON SLIDE FASTENER

Reg. U. S. Pat. Off.



**NORMAN HARTNELL, of London, chose "Crepe Intrigue" of "Acele,"
the Acetate Rayon Yarn of Luxury Fashions, for this original creation**

"CREPE INTRIGUE" is made of "ACELE" in combination with SILK

ACETATE DIVISION, E. I. DU PONT DE NEMOURS & CO., INC., EMPIRE STATE BUILDING, NEW YORK CITY

KEENELAND

Fashioned to Your Type

...original **Burdine Sunshine Fashions**

For youth, Dobbs Keeneland. For swagger, Dobbs Scallawag. For chic with a dash of flattery, Dobbs Mayfair. Whatever your type, DOBBS has your number. Fine fur felt or straw, in a whole range of new spring and resort colors. DOBBS accurate headsizes.

Dobbs

NEW YORK'S LEADING HATTERS
711 FIFTH AVENUE, NEW YORK
Dobbs hats for women in all leading cities

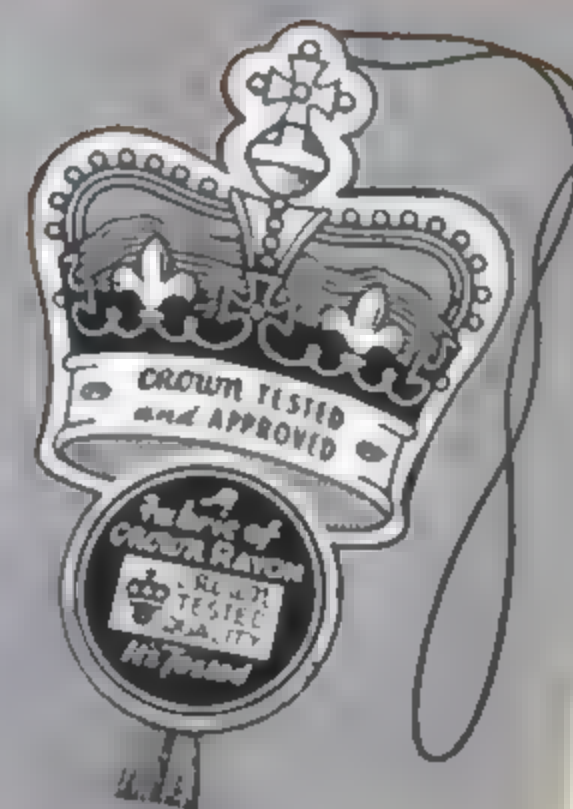
SCALLAWAG

MAYFAIR



CROWN TESTED RAYON FABRICS challenge spring with the high fashion interest of new weaves, textures, prints and colors. They are the famous fabrics from the country's leading fabric makers, that magically blend quality with a new beauty... *CROWN* TESTED for complete satisfaction. Behind *CROWN* RAYON stands AMERICAN VISCOSE CORPORATION, World's Largest Producer of Rayon.

Copr. 1938—American Viscose Corporation



Graceful Gabardines

Introduce Spring . . .

Enna Jetticks



Odessa A pretty pump with pert winged effect for height. In Black, Blue or Brown Gabardine.

\$5 TO \$6

SIZES 3 to 10
Widths AAAA to D



Roma Gabardine, trimmed in front with an unusual leather motif. Beige, Black, Blue or Brown.



Laurelle Leather scallops add a gay touch to Gabardine in Blue, Black, Brown or Beige.

With a pair of Enna Jettick Gabardines, you're ready for any whim of the weather. These sprightly new shoes will spruce up your late Winter outfit—slip easily under galoshes—or step lightly and fashionably into Spring with that smart suit or coat you're pining to put on. Stores everywhere sell Enna Jetticks. Be sure to see them.

America's Smartest Walking Shoes Go Places Comfortably

Enna Jetticks
Hand-Flexed by Master Craftsmen

AUBURN NEW YORK



Bonnie A fashionable mating of fine Gabardine and leather in an oxford. Brown, Black or Blue.



Babelle Sandalized shoe in Gabardine with band and strap of leather. Blue, Black or Brown.

The lock on the secret of your age

The shortness of these winter days, the swift succession of seasons, remind us that Time is relentless. And quite naturally, no cosmetic can turn back the clock! But this one is helping thousands of women belie their age . . . and do it most beautifully!

ENDOCREME contains a vitalizing substance which is absorbed through the skin and tends to re-establish the natural, youthful tone of the underlying tissues.

This substance, known to the clinical world as es-tra-diol, is a counterpart of a certain bodily element. The function of es-tra-diol is to restore the tone of the supporting tissues of the skin. This is important because when underlying tissues relax, the outer skin sinks into folds. And there they are . . . WRINKLES! Or at least fine lines around the eyes and mouth . . . or a crepey-looking throat . . . or hands that appear older than your arms.

All of these conditions call for ENDOCREME. They call for the vital restorative action of es-tra-diol. ENDOCREME gives you es-tra-diol in direct, local application. It is rubbed on the skin at night, and allowed to absorb *all* night, *every* night consecutively.

Usually, the first thing that happens is a toning and firming of the underlying tissues. Circulation is improved. Many women have written us that they can feel, ever so lightly, a revivifying tingle. Then, as the supporting tissues become fuller and firmer again, creases and wrinkles are smoothed out, the size of pores decreases, and the face seems fresher, younger. It even takes on a youthful *glow*!

We hope we have made you feel that ENDOCREME is a simple, direct and natural way to re-supply your skin with something it may lack. And something it cannot obtain from any other beauty cream. We believe you'll find that ENDOCREME really *is* the lock on the secret of your age. And with that door shut, the way ahead should be happy, active and interesting.

ENDOCREME is sold at most leading stores. If your favorite store is out of it (the demand has been amazingly heavy) send the name of the store and \$3.50 to ENDOCREME, 551 Fifth Avenue, New York. Booklet free on request.

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Endocrine





From the Debutante Department
SAKS FIFTH AVENUE

An ingenious Botany fabric. A lace-like nub, soft yet invincible, with the resilience and character that enhance fine tailoring. Happy choice for this Bolero Suit...cut short and open to welcome the first soft breath of Spring. In navy and black. Sizes 10 to 18. 29.95. Blouse separate.

BOTANY WORSTED MILLS, PASSAIC, N. J. • NEW YORK SHOWROOMS: 1450 BROADWAY

Manufacturers of Fabrics for Women's Wear and Men's Wear • Top-Dyed Yarns for Hand-Knitting • Creators of the Botany Tie • Makers of the Botany Robe for Men

Spider Web by the yard is available in the yard goods departments of the country's leading stores.

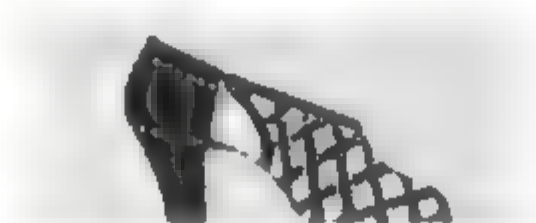


☆ U. S. Design Patent Applied for

☆ Revelation

When Solomon, in his revelations, wrote: "how beautiful are thy feet with shoes, O, Prince's daughter," he saw the tips of toes and flesh tints gleaming seductively through the woven braid of sandals—delicately molded ankles laced with slender thongs—like lovely, fugitive things caressingly held captive.

• And so, Andrew Geller brings out of ancient lore the revelation that the feminine foot is not something to be shrouded from sight—but a living thing of grace, provocatively to walk before the eyes of man. A benediction of beauty on your feet this spring—this new "Revelation."



Twenty variations of the Revelation—high and low heels, all seasonable leathers and fabrics in the whole spectrum of colors—now showing in a selected number of leading stores in principal cities.

ANDREW GELLER *Exquisite Footwear*

537 FIFTH AVENUE, NEW YORK



THE
WAVE
OF A
FABRIC
WAS
BY A
THREAD

AMERICAN
ENKA
RAYON

Spring dresses as gay and blithesome as the first robin's chirp. There's a note of real elegance in the fine detail and in Serenade Crepe, a divine new Stehli fabric woven with Enka Rayon. And they're all under twenty dollars in the *Debster Shop*.

Franklin Simon's
NEW YORK • GREENWICH



THERE'S *ADDED* JOY IN *ADDED* CYLINDERS

People who have never driven a twelve-cylinder car may think of it, primarily, as capable of high speed. The Lincoln-Zephyr is that, most certainly, but the joy of driving it comes in many other ways. Always it has power in reserve. In traffic, or on the open road, it goes evenly and gently.

Every move of this powerful car inspires confidence and encourages better driving. New owners discover that familiar trips are made more quickly—but, that they drive less fast than before. Having picked up an even pace, they maintain it—without pressure, without fatigue.

And many people who have never driven a twelve-cylinder car think of it as inherently expensive to operate. Lincoln-Zephyr performance is both efficient and economical. Owners

report from 14 to 18 miles to the gallon, under a wide variety of traffic, road and driving conditions; and up-keep cost is low because of sound design and precision manufacture.

Some people jump to the conclusion that the Lincoln-Zephyr is an expensive car to buy. It is medium in price. Wholly new in beauty, balance, riding ease, and safety, this modern “twelve” is the only car of its kind at any price.

Choose from six handsome body types, including the two new convertibles, Sedan and Coupe. Lincoln Motor Company, builders of Lincoln and Lincoln-Zephyr V-12s.

Prices begin at \$1295, delivered at Detroit factory. State and federal taxes extra. The Sedan illustrated is \$1395, delivered at Detroit factory; this price includes white side-wall tires.

L I N C O L N - Z E P H Y R V · 1 2

BLUE FOR TRUE SMARTNESS



The MATINEE



The ST. REGIS



The LIDO



The CAPRI



The COBBIE SHAWL



IN YOUTH-GIVING RED CROSS SHOES

Classic Marine blue — gay Parisian blue — the season's smartest colors! Both are stunningly presented in Red Cross Shoes, the perfect-fitting shoes that bring youth and beauty to your feet. See them, at the better stores everywhere. Also write for illustrated booklet. Note the price—now only \$6.50. The United States Shoe Corporation, Cincinnati, Ohio.

A BEAUTY TREATMENT FOR YOUR FEET
PRICE NOW ONLY \$6.50

DENVER WEST \$6.85



The V-NECK PUMP No. 2
Design Patented No. 106,644

Made over exclusive "Limit" Lasts

Rolanda^{*}

SELECTIONS

FOR SPRING FLATTERY

Suits of MacKenzie Tweed

Newly minted suits, bright as a 1938 penny! In MacKenzie Tweeds that give an extra glow to your beauty, because they're "complexion-toned." Softly tailored for American settings, yet classically simple as Bond Street originals.

TOWN AND COUNTRY TRIO (*extreme left*). A wolf collar, with its new flattering roll, tops the seven-eighths casual coat! The under jacket boasts the new crescent pockets, and the skirt has umbrella pleats. 10-20 \$50.00

BOXING MATCH (*left*). Three pieces—with boxy casual topcoat, skirt to match, and contrasting jacket. 10-20 \$30.00

GENTLEMAN'S BOX COAT (*below, left*). Three-quarters topcoat, tailored to conform to its masculine inspiration! Beneath it a fitted jacket and skirt with a pair of kick pleats. 10-20 \$35.00

TWO SKIRTER (*below, right*). A slim box coat half covers the skirt, light or dark. There are two included—for both economy and smartness! 10-16 \$25.00

Lined with DUCHESS Acetate Rayon Taffeta



Rolanda Modes exclusive with

Alton, Ill. The Vogue
Atlanta, Ga. Regenstem's
Bakersfield, Cal. Harry Coffee
Baltimore, Md. Gaxton's
Binghamton, N. Y. Hesslefs
Birmingham, Ala. Kessler's
Boston, Mass. Leeds
Buffalo, N. Y. The Sample Shop
Cambridge, Ohio Style Center
Canton, Ohio The Parisian
Charlotte, N. C. Purcell's
Chattanooga, Tenn. Pickett's
Chester, Pa. Weinberg's
Chicago, Ill. Morris B. Sachs
Cincinnati, Ohio Nordell
Cleveland, Ohio Higbee Co.
Columbus, Ohio Roberts
Coshocton, Ohio Golden's
Dallas, Texas Sanger Bros.
Danville, Ill. Parisian
Davenport, Iowa Scharf's
Dayton, Ohio Leaks Furriers
Des Moines, Iowa Taylor's
Detroit, Mich. Ernst Kern Co.
Duluth, Minn. Maurice's
Elmira, N. Y. Rosenbaum's
Elvira, Ohio Style Center
Fresno, Cal. Harry Coffee
Ft. Wayne, Ind. Nobbs
Germantown, Pa. Duval's
Hartford, Conn. Outlet Millinery

Houston, Texas Byrd's
Huntington, W. Va. The Smart Shop
Indianapolis, Ind. Itink's
Jacksonville, Fla. Purcell's
Kansas City, Mo. The Palace
Lima, Ohio Gordons
Los Angeles, Cal. The May Co.
Mansfield, Ohio Golden-Russell
Marietta, Ohio The Style Shoppe
Milwaukee, Wis. Reel's
Moline, Ill. Scharf's
New York City Franklin Simon's
Oakland, Calif. Goldman's
Ogden, Utah Brittan's
Omaha, Nebr. Natelsons
Parkersburg, W. Va. Style Center
Philadelphia, Pa. Chas. David
Pontiac, Mich. Arthur's
Portsmouth, Ohio Atlas Fashion
Providence, R. I. Jean's
Rochester, N. Y. Jordan Co.
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St. Louis, Mo. Cunningham's
St. Paul, Minn. Maceys
Schenectady, N. Y. Purcell's
Salt Lake City, Utah Boston Store
Santa Monica, Calif. Campbell's
Scranton, Pa. Blum Bros.
Springfield, Ohio Lacey's
Terre Haute, Ind. The Herz Store
Topeka, Kansas The Palace
Troy, N. Y. Denby's
Warren, Ohio Francine's-Warren
Washington, D. C. L. Frank & Co.
Wheeling, W. Va. Horne's
Wilkes-Barre, Pa. Blum Bros.
Wilmington, Del. Arthur's Apparel Shop
Worcester, Mass. Marcus

For the name of the store in your city,
write ROLANDA MODES, 101 West
37th Street, New York.

*Reg. U. S. Pat. Off.



Mac Kenzie
Tweeds
TRADE MARK
Imported
PURE WOOLS

Created exclusively by THE HOUSE OF SWANSDOWN, 500 Seventh Avenue, New York City

ENLIVENED WITH PERSONALITY ...VITALITY



DENISE



NELL



ESTHER



HARRIET

VITALITY shoes

\$6⁷⁵— AND \$7⁵⁰—

COMPLETE RANGE OF
SIZES AND WIDTHS



Vitality varies the vogue for pumps, giving you gabardine with the sparkling trim of patent leather or the quiet contrast of calfskin. Also an important new note of coolness for spring in diamond-punched calf. And for a sportier dress theme—a smart walking shoe with its smooth shawl tongue and dainty perforations. These are a few of the many spring styles inviting your interest. You'll love these shoes for their flattering lines—and better still—for the way they feel.

VITALITY SHOE CO. • Division of International Shoe Co. • ST. LOUIS, MO.

For children and young moderns of teen age, Vitality offers specialized fit, all-leather quality and smart styles. Priced according to size \$2.50 to \$5.00. Vitapoise feature shoes, (wedged heels), \$3.50 to \$6.00, according to size.

• • • walk with VITALITY

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Woven plaid—crepe top—crepe skirt in solid tone—pleated and tucked (metal studs and link buttons) . . . Luncheon—Cocktails—Dinner. \$29.95

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Plaid, sheer wool top and jacket with navy sheer wool skirt. Sectionally tucked—This thought for town and country. \$39.95



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(In New York—at BEST & COMPANY)

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Carolyn
REG. U.S. PAT. OFF.

salutes the shapely mode in a new technique of "Lastex"

THIS worldly-wise formal evening frock in white marquisette, with wide, two-tone chiffon sash, also comes in the accepted pastels. (On a dare the frock may be worn to dinner without the bolero.) For that poured-in effect one must have in formal things this year, the bolero is deftly shirred with "Lastex" yarn. The frock is one of a new collection of evening dresses in which Carolyn accents the use of "Lastex" to define the bust and waist. For "Lastex," you know, is the most versatile of yarns. It imparts its magic stretch, for fit, comfort or control, as the case may be, to every type of woven or knitted fabric, silk, cotton, wool or rayon. This exquisite frock is only one example of the technique of "Lastex" that is doing so much to revolutionize fashions in all kinds of apparel.



CAROLYN MODES are sold in one fine store in each of 100 cities from coast to coast. For the store in your city, write to National Modes, 130 West 31st Street, New York City.



Lastex
REG. U.S. PAT. OFF.

... THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured exclusively by United States



Rubber Products, Inc., 1790 Broadway, New York City



* These models are representative of Jaeger House Fashions and they are now distributed for the first time through the important Houses of the United States and Canada.

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TAILORED BY HENRY MANDELBAUM, NEW YORK

Coat Illustrated \$35.00


Carolyn *

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specially proportioned for moderns under five-feet-six . . . Sizes 10½ to 20½.

In FORSTMANN WOOLENS.

Untrimmed \$29⁷⁵ up Fur Trimmed \$69⁷⁵



Wimbledon ^{\$5} HATS

SMARTEST, MOST FLATTERING OF TOWN CLASSICS

Youthful onlookers of spring's sporting events, wearing their Wimbledon with zest. Each at her best in Wimbledon, because there is a style for every costume and type. Fine fur felts, distinguished by expert workmanship.

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George Platt Lynes

Carolyn *

Draws Spring Checks on

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One of a group of coats and suits at . . . 2975

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FASHIONED BY BEN HELLER & CO.

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WITH COLONIAL BLACK PATENT

AS the one perfect foil for all this season's daytime colors the great designer has selected black Colonial Patent. His magic shows you black at its suave and brilliant best in five new sandals and pumps sparkling with high-lights. . . . Here they are: **DEVIL'S WINDOW** (*top, right*) — A peeping-toe pump with high satanic back; **DOUBLET** (*middle, right*) — An airy scroll-design sandal with high-cut silhouette; **FIRENZE** (*bottom, right*) — An open sandal with belt-strap fastening; **CAMEO** (*top, left*) — A new V-throat "softie" pump with patent leather bow; **CORSICA** (*bottom, left*) — A Palter DeLiso Flat* step-in sandal. (*Reg. U. S. Patent Office.)

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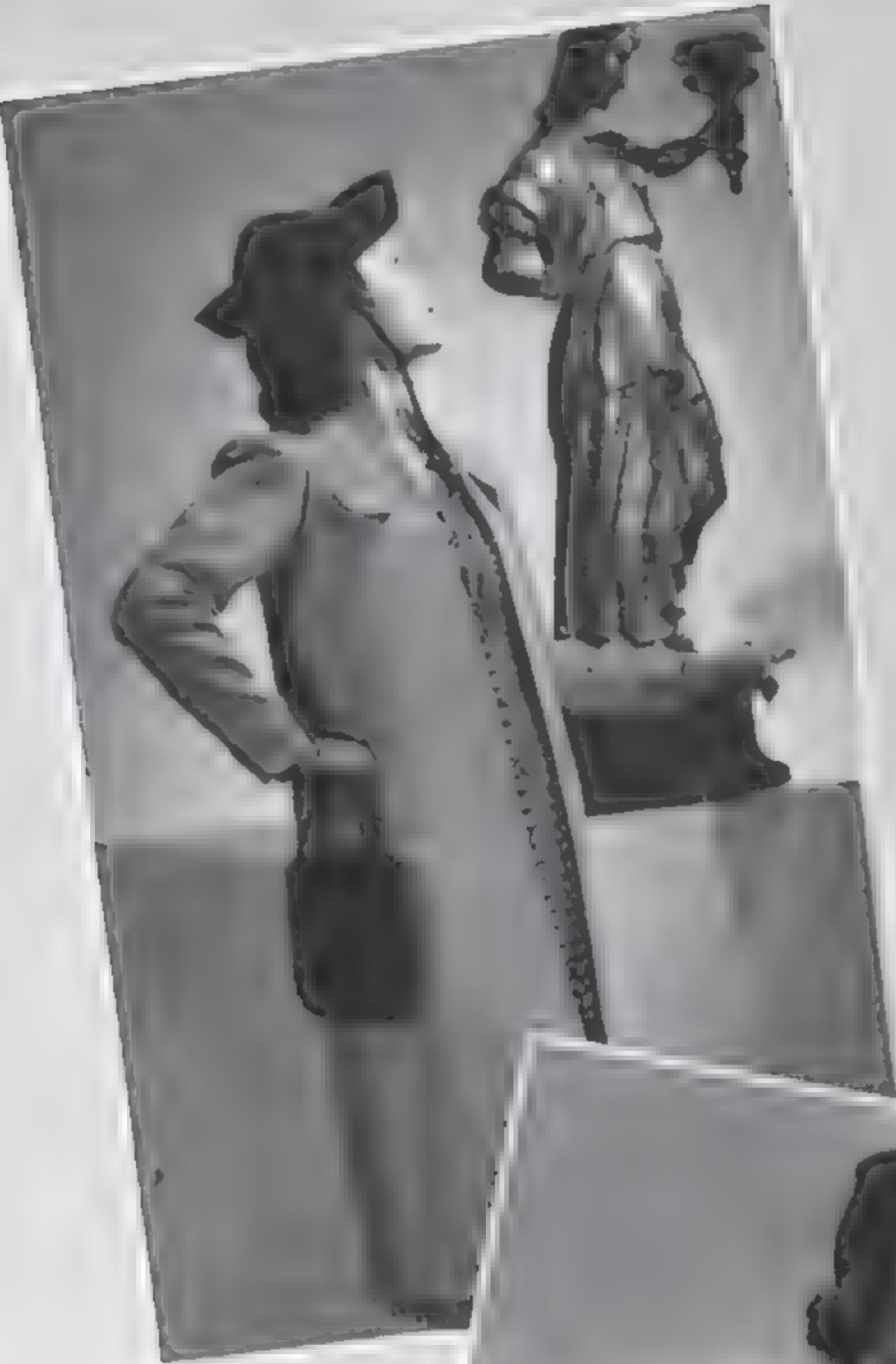
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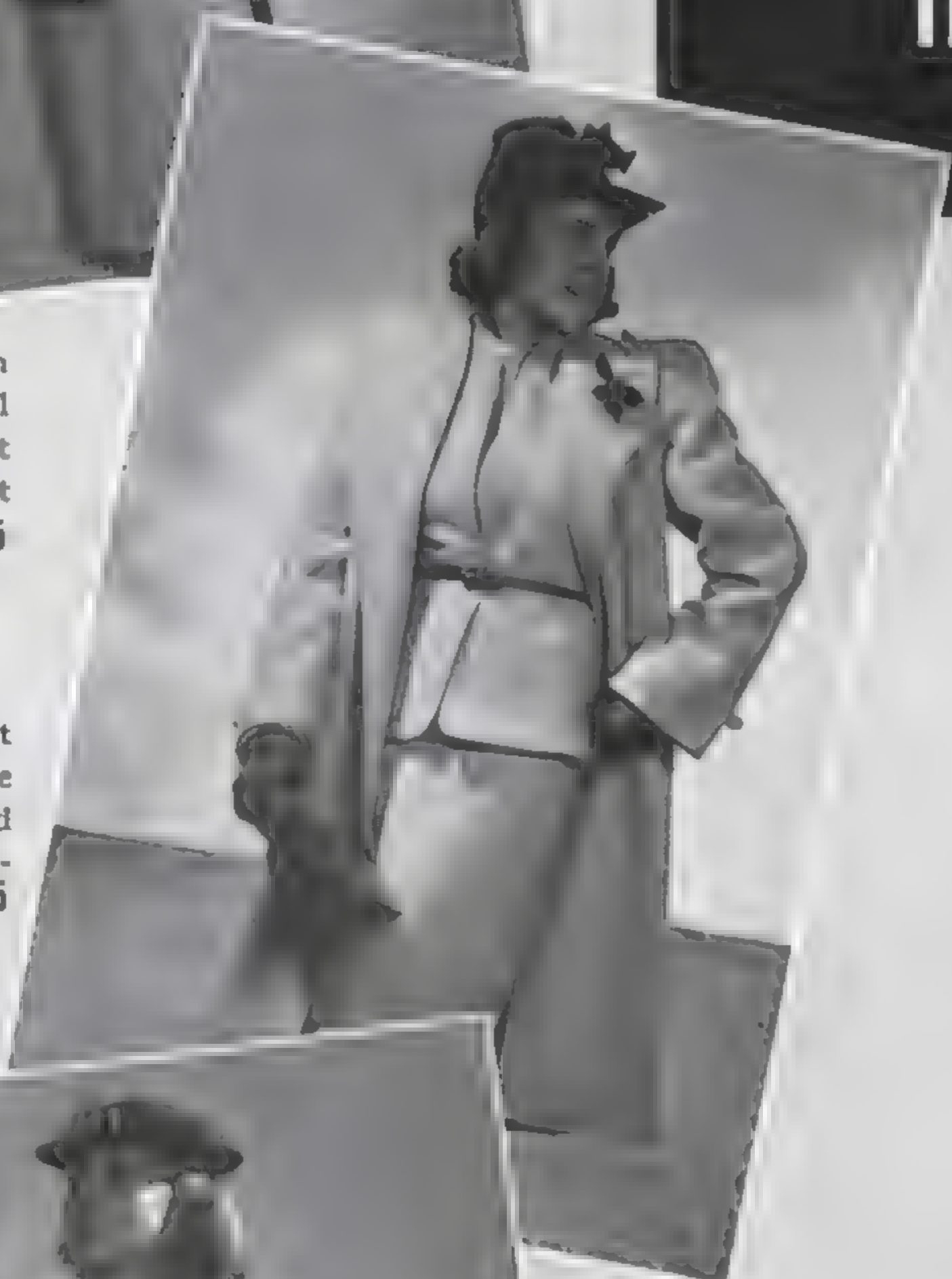
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Most styles are priced from **6.75 to 7.75** Slightly higher west of the Rockies

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trim. Scuffless, covered heel.
Blue, black or brown.

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TRAMPERS
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BERKSHIRE STOCKING**



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BERKSHIRE KNITTING MILLS, READING, PENNSYLVANIA



for evening wear, with dancing slippers
for afternoon, with pumps or sandals
for street and business, with daytime shoes

Look for one of these seals on each pair of Berkshire Stockings, identifying them as 2, 3, or 4-thread.

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KALMOUR GOWN

on opposite page

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ALLENTOWN, PA.....	Hess Bros.
ANN ARBOR, MICH.....	Jacobson's
APPLETON, WISC.....	Four Seasons Shop
ARDMORE, PA.....	Francys
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ASHLAND, KY.....	Parson-Faulkner
ATLANTA, GA.....	Leon Frohlin
ATLANTIC CITY, N. J.....	Hornberger's
ALBURN, N. Y.....	Kalet's
AUGUSTA, GA.....	Mme. Luffy
BALTIMORE, MD.....	Stewart & Co.
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BATON ROUGE, LA.....	The Dalton Co.
BATTLE CREEK, MICH.....	Seaman's
BRAUMONT, TEX.....	The Fashion
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BIRMINGHAM, ALA.....	J. Blach & Sons
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BRADDOCK, PA.....	Sachs
BRYAN, TEX.....	The Smart Shop
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CANTON, OHIO.....	The Stern & Mann Co.
CARLEISLE, PA.....	Cathleen Hitchens
CASPER, WYOMING.....	Kassia Dry Gds. Co.
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CHESTER, PA.....	Soruss Shop
CHEYENNE, WYO.....	Kassia Dry Goods Co.
CHICAGO, ILL.....	Leschin
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CLARKSBURG, W. VA.....	Broida's
CLEVELAND, OHIO.....	Milgrim
CLEVELAND HTS., OHIO.....	Jeanette Herzbrun
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COLUMBUS, OHIO.....	Montaldo's
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DANVILLE, VA.....	L. Herman
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DENVER, COLO.....	Gano-Downs
DES MOINES, IA.....	Wolf's
DETROIT, MICH.....	Milgrim
DETROIT, MICH.....	Sax-Kay
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EASTON, PA.....	The Fashion
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ELKHART, IND.....	Joseph Blank
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EVANSVILLE, ILL.....	Edgar A. Stevens
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LAKE CHARLES, LA.....	The No-Vel Shop
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MEXICO CITY, MEX.....	Sanborn Hnos.
MILWAUKEE, WISC.....	Bltker-Gerner
MINNEAPOLIS, MINN.....	Harold
MONROE, LA.....	The Palace
MONTCLAIR, N. J.....	Frederick's
MONTGOMERY, ALA.....	Al Levy's
MORRISTOWN, N. J.....	Mrs. Ford & Daughter
MUNCIE, IND.....	Ball Stores
MUSCATINE, IA.....	Dress Lounge
NASHVILLE, TENN.....	Grace's
NEW BRUNSWICK, N. J.....	The Bon-Ton Store
NEWBURGH, N. Y.....	Johnson & Hare
NEW CASTLE, PA.....	The Claire Brown Shoppe
NEW HAVEN, CONN.....	Moline's
NEW KENSINGTON, PA.....	Silverman's
NEW ROCHELLE, N. Y.....	Karanne
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OGDEN, UTAH.....	Herbert I. Michael
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ORLANDO, FLA.....	Yowell-Brew
OSHKOSH, WISC.....	Newmans
OTTUMWA, IA.....	Emporium
OWENSBORO, KY.....	Levys
PARKERSBURG, W. VA.....	Broida's
PASSAIC, N. J.....	Josie's
PEORIA, ILL.....	Clarke & Co.
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RACINE, WISC.....	Felges'
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READING, PA.....	Mary Sachs
RED BANK, N. J.....	Lysbeth Geran
RICHMOND, VA.....	Meyer Greentree
RICHMOND HILL, L. I.....	Colony Shop
ROANOKE, VA.....	Samuel Spigel
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ROCHESTER, N. Y.....	Projansky
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ROCK ISLAND, ILL.....	McCabe's Style Shop
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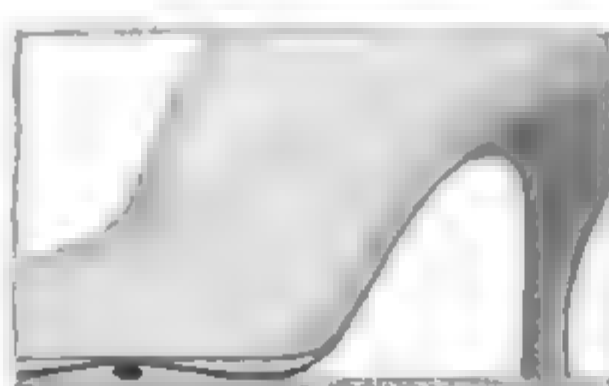
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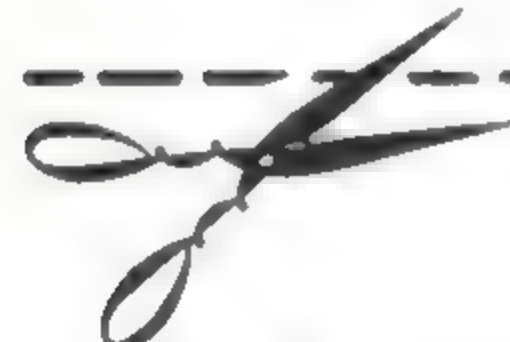
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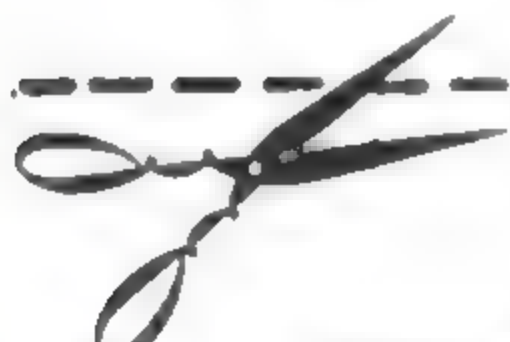
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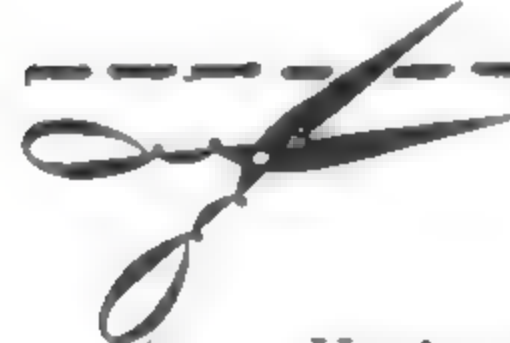
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Pointing to the stack of mail on his desk, this gentleman remarked: "These are requests that arrived this morning for our school catalog. As you glance through them, you will notice that hardly one gives any information about the prospective student—his age, background, training, or even the approximate tuition the parent is prepared to pay.

"Naturally," he continued, "we are as anxious to select the right students as parents are to select the right school. And if we are given, in advance, some indication of the child's requirements, we are in position to supplement the general information in our catalog with personal advice, and thus eliminate unnecessary correspondence later on.

"Why don't you provide your readers," he suggested, "with a sample Catalog Request Blank, on which they might supply the information that would enable us to meet them, at once, on common ground?"

We believe this headmaster's point is well taken. Accordingly, we are including on this page four coupons which you may clip out and mail direct to those schools in which you are most interested. As a Vogue reader, you may be sure that these inquiries will receive especially prompt and personal attention from school principals.

If there is any additional information you desire about schools in general, write to Vogue's School Bureau at 420 Lexington Avenue, New York. Our experienced staff is always at your service.

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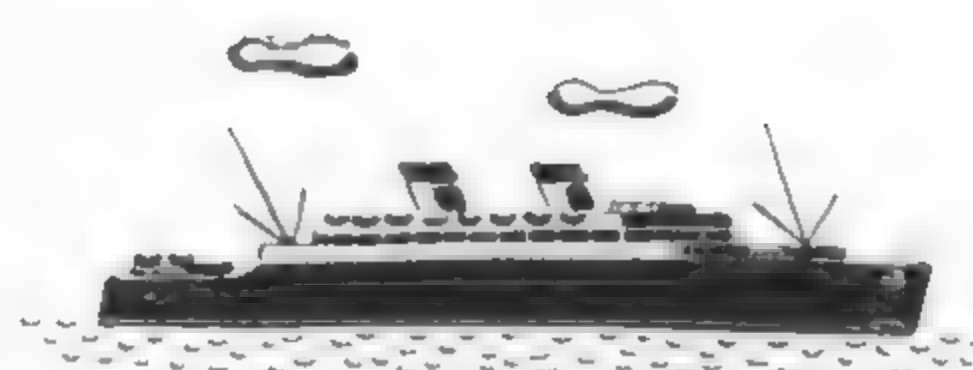


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VOGUE COVERS



If you're sailing southward to forget the winter and speed the spring, you may not foresee all the activities that will fill up your days, but one of them will inevitably be shopping. The woman doesn't live who, given a few days in a strange port, wouldn't find time to explore a shop or two. We know the fascination well, and we know, too, the disappointment of planless wanderings through uncharted streets. The nicest shops may elude you, unless you make a bee-line for them. To avoid any misdirection of your energies, the following pages tell you some of the things to look for in some of the best-known tropical ports:

Nassau

Stewart's, in Nassau, is the place to go for that extra sports or evening dress you find you need. Here, the selection is, on a smaller scale, similar to that of the better New York stores. (Not that you can't buy Monroe tweeds, English and Scotch sweaters to match, doeskin gloves and foreign perfumes, just as you can in Smith's and the other Bermuda shops.) The reason we mention sports and evening things is because those are really the only types of clothes you need in Nassau. In a shirt-waist dress, you'll ferry out to Paradise Beach every morning, or go to the Colonial Hotel's new beach, right beside the hotel in town, or to the Country Club on the western end of the island for tennis or golf. For Nassau, like Hamilton in Bermuda, frowns faintly, but firmly on the wearing of shorts or backless dresses, and most of the slacks worn in the streets are seen on the days when cruise boats are in. Slacks come into their own on fishing-expeditions, or swimming-and-picnic-lunch parties, when you charter a boat and make off for one of the innumerable little palm-covered islands within twenty miles. Otherwise, spectator-sports clothes will see you through cocktail-time.

For dinner and an evening's dancing under the stars at the Jungle Club (everything is a club in Nassau—even the movies) wear a pastel evening dress of chiffon or some other summer-sheer fabric. And, incidentally, if you've a dinner-party of your own on schedule, give it at the Cumberland House. Every one does, these days, just as they used to do formerly at Polly Leech's. The Cumberland is all simplicity, run without pretension by a Nassau woman who serves marvellous native food.

Veara's shop (ignore the first "a" and call it "Vera") is the place to look for diverting bits of Nassau to take home: native straw hats and sandals; kaleidoscopic baubles made

of little painted shells arranged to form a flower—wear them in your hair, as clips, or bracelets. Chinaware, oddly enough, grows in the General Hardware Store: beautiful Wedgwood pieces for you to yearn over, dash in and buy, about an hour before sailing, if not sooner. And W. H. Sands' is a place of disarming confusion, where bolts of fabric pile high to the ceiling: doeskin and tweeds, and materials that men like.

Finally, two "do's" to keep in mind in Nassau: remember, if you ride a bicycle, to navigate always (as in Bermuda) on what seems to be the wrong side of the street. And if you take your car down, go at once to the Police Station for a courtesy licence, for your New York (or whatever) plates will only bring you a speedy arrest and a polite reproof.

Cuba



We've said it a great many times already, and we repeat the fact—that Havana is a city, and that the Havana-bound must be well equipped with smart, cool black, just as they would for a summer in town here. If you're caught short, however, there's a truly great dressmaker, Anna Maria Borrero, to come to your rescue. The clothes from her shop on the Prado y Concordia are more French than English or American; they have a dramatic Latin flair to them and are always about one season ahead of current fashions. Your friends will probably try to bribe you to discover their origin. Equally advanced in style, and liberally endowed with dash, are the hats from Eric's shop on the Prado. Early last season, women returning from Cuba took their friends by surprise with Eric's crownless hats. Then there is an excellent shoemaker, Usastre, who makes extremely smart hand-turned shoes for as little as twelve dollars.

For active sports, the Cubans themselves wear slacks, in preference to shorts. Until last year, Cuban women, bent on a morning swim, always wore some semblance of a beach coat right up to the very water's edge. Naturally, the beach robe became indispensable to them, and El Encanto has myriads of good ones. In the market, you can buy blue canvas, rope-soled beach shoes for a mere thirty cents. Another "must" for Cuban sports is the *guayabera*—a long, straight-bottomed shirt with four pockets. Have one of natural linen for riding at one of the "dude ranches" that are all over Cuba. (Have another of a Chinese shantung silk to wear over black velvet trousers for evenings at home.) And go, for sports clothes, to the Salas Sisters, whose designs are strictly for sports, made-to-order, and starting at about twenty-five dollars.

Along San Rafael and Galiano Streets, many shops sell pre-shrunk

THE RESORT SHOPS

linens for suits. When starched, the fabrics have that shiny finish, so peculiarly West Indian. Panama hats, of course, abound. Men spend from fifteen to a thousand dollars for a Monte Christi Panama that pays relative dividends for years afterwards by saving the expense of several straw hats a summer. (In Havana, they say that one can almost judge a man's social position by his hat!) Colliá y Fuente is the place to invest in a Panama.

Cuban pawn-shops are a delight, and Neptuno Street in Havana is full of them. The Revolution and sudden fluxes in sugar fortunes are probably responsible for some of the beautiful old jewellery and antiques you can unearth. Before possessing them, however, you'll do a lot of diligent digging and unashamed haggling, for, in Cuba, you shop and bargain—you don't just buy. And you must never feel that the shopkeeper is trying to "do" you, either. It's simply the accepted business system—besides being a lot of fun.

Bring back with you some of the wine that comes in leather pouches that you swing high, and drink with the head tilted back. At El Batturo, where you can buy some, cups are placed under the kegs to catch the drippings, and there's a very conscientious bar-cat that achieves a fine state of intoxication by nine o'clock every evening. Or bring back some Bacardi—the 1873 sugar-brandy—or *Anejo*, their oldest liqueur, which will cost under three dollars (about two-thirds less than it would here). Bring back a real Spanish shawl from El Encanto; bring back mango preserves and French perfumes; but don't come home with a tan, for Cuban women don't wear them, and when in Cuba...

Jamaica



Nathan's is the first shop you'll want to explore in Kingston, Jamaica. The pièce de résistance is English linens and flannels. The clerk who takes care of you will recommend a little Negro dressmaker who really knows how to fit, and for about three dollars she'll make you slacks, shirts, or sports dresses. Across the square from Nathan's is an East Indian store that will complete the outfit with a stitched linen hat, for about ninety cents—to reward your foresight in ordering plenty of linen.

Each Jamaican town has its local "self-help" store, which is apt to be an unexpected gold-mine of antiques, old silver, and china. With a little effort, you'll come upon the one-time possessions of the now less fortunate members of Jamaica's colonial aristocracy. Here, there, and all over, you'll find East Indian silver and ivory. Hunt for two huge silver bracelets to wear, one on each wrist. Look

for trays of native island woods, inlaid with simple, good patterns—perfect for cocktails; native Jamaican perfumes and shells—Jamaica is journey's end for shell-collectors.

On Saturdays, the Kingston market is a fascinating place. The "self-help" vegetable-gardeners sell, for a song, little egg-baskets that hold about half-a-dozen eggs—these, for generous-minded country folk. You can get all sorts of tropical tinned fruits—guavas, mangoes, limes, and pomegranates—to inspire a Jamaican supper-party after returning home. And be sure, before you sail, to stock up on fresh mangoes from the market. Your hotel won't sell them, the return boat won't have them, and, if you forget, you'll realize what a hold they have over you.

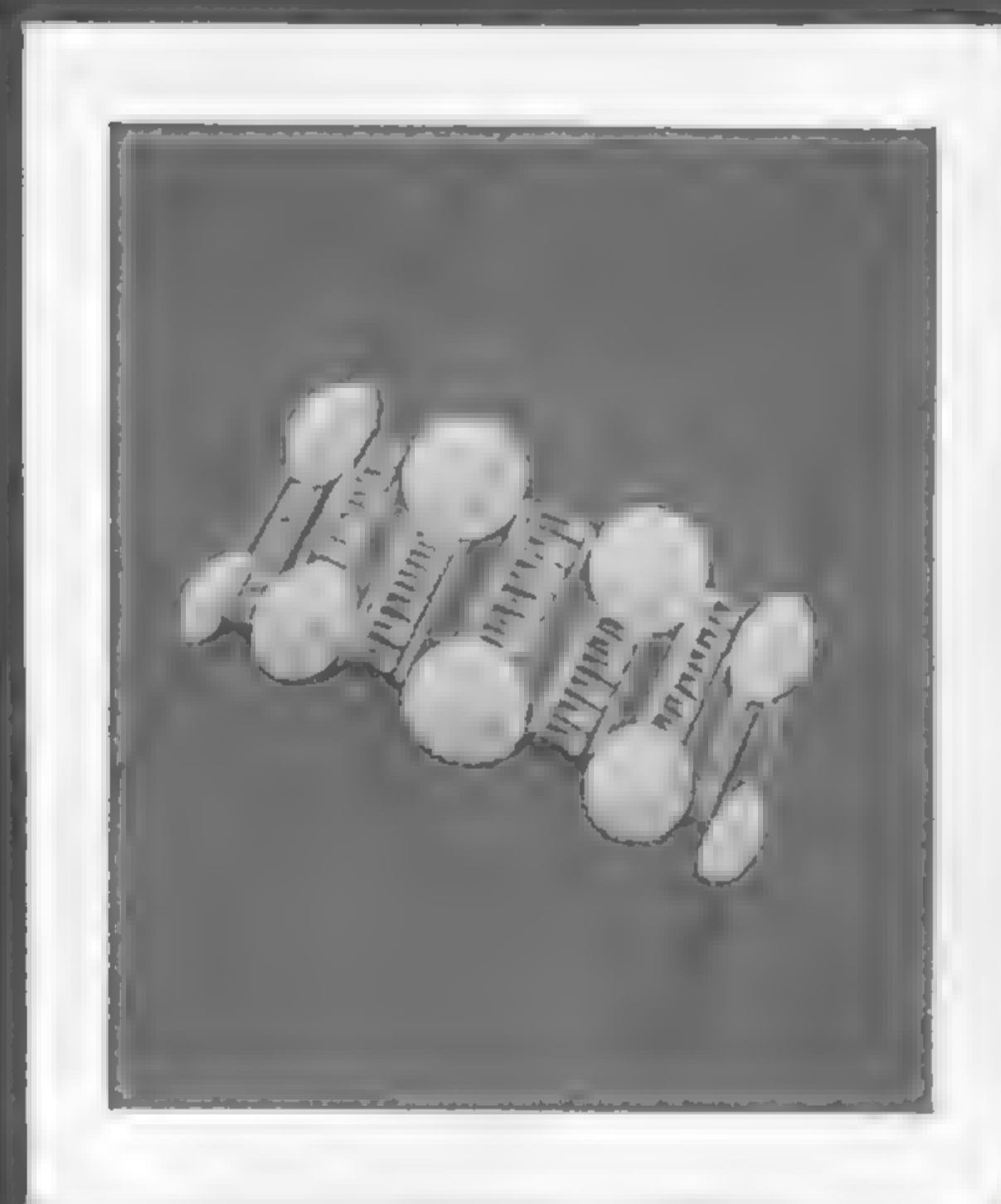
Bermuda



Bermuda, as the destination of one of your wanderings, is a nice and almost inevitable variety of Fate. A sort of dream-island, so familiar now that whenever we talk about it, we're disturbed by the feeling of having told the very same story before. There are several bits of Bermudiana, however, that have definite news value.

One of them is H. A. and E. Smith's new store, or rather, the enlarged and modernized edition of the one you already know. Now you can go in the old Queen Street entrance, make a left-hand turn, and emerge (ultimately) on Reid Street. "Ultimately" is the word, too, for you'll be waylaid again and again: by sweaters in beautiful pastel Bermuda shades, costing from about five to thirteen dollars; by hand-loomed Scotch tweeds and plaids in genuine clan tartans (ten dollars will buy enough for a regular kilt, and for six more you can have a hand-woven Scotch woollen for a jacket in a blending solid colour). You'll be delayed again, by braided belts buckled with cedarwood anchors, and gay hand-made Austrian belts that lace up the front; by French canvas beach bags, Kent hair-brushes at British low tariffs, Lili perfumes, and skeins of Shetland wool—raw material for your next knitting project.

The English Sport Shop also excels in these staple Bermuda commodities: sweaters, tweeds, and top-coats. Buy tweed to match whichever top-coat happens to ensnare you, and have your tailor at home make you a skirt. Buy a generous yardage and let Smith's capitalize your dividend in a monogrammed tweed hand-bag. Look at the water-proof coats (to wear in the rain, but priced well on the sunny side of ten dollars)—in gay, genuine Scotch plaids. Invest without misgiving in soft, washable doeskin gloves. (Continued on page 56)



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**Here Vogue presents
a group of important
shops . . .**

the places women talk about. They're the shops where you find individual versions of really smart things to wear . . . where they make a new woman of you with a special facial or a perfectly fitted corset . . . where buying a hat is an exciting adventure. You'll discover the best shops and the most inspiring fashions with the help of Vogue. It's so dependable!

VOGUE COVERS THE RESORT SHOPS

(Continued from page 55) Basking in the sun on Front Street is Trimmingham's, resplendent with a new façade. The hundred-and-fifty-year-old cedar front door is still intact, however, and none of the store's former charm has been lost. The tweeds are here, of course; sweaters with a Brooks' look to them, and British polo coats, tailored just like a man's, to top your riding-habit. An equally good alternative for your outdoor wardrobe would be their reversible coat of Orkney tweed and gabardine. Other bits of loot from London: Liberty lawns for cool shirt-waist dresses; Liberty scarfs and squares, with bags to match; nicely packaged Potpourri and pungent Lavender—for a mere two-and-six.

Up the street from Trimmingham's is Bluck's China Shop—a semi-tropical heaven for the china-minded. They have Spode plates with Bermuda flora and fauna painted on them; more plates, and cone-shaped cocktail glasses decorated with native fish too gaudy to believe (unless you bicycle out to the aquarium to see the actual specimens for yourself); musical cigarette-boxes, beer-mugs, and decanters that make amusing gifts. Let's hope your companion, if male, has the tender understanding to let you roam, unhindered by fretful masculine disinterest.

You might brush up on your shillings and pence if you want to feel really competent about your shopping (not that it's expected of you). And remember to take your hardest sports clothes with you—skirts, slacks, or culottes, that will stride a bicycle easily—but not shorts. Save those for tennis and the beach. As for your bicycle, you'll probably become so attached to the three-gear speed-demons they have in Bermuda that you'll bring one home with you for training purposes.

Go to any of the liquor stores, and have the cases sent directly to the boat. And the evening before you sail, climb the stairs to Roddy Williams' "21" on Front Street. Have your drinks on the veranda, and look at the lights on the *Queen* (or the *Monarch*)—its red-and-black stacks vibrant against a sapphire sky. The effect is as melodramatic as a poster, and for that reason as amusing as it is beautiful.

Hawaii



You may find imperfections in your choice of clothes for any sea-journey, but with a store like McInerney's in Honolulu at the end of the voyage, the consequences of your forgetfulness won't be terribly serious. For McInerney's transports to mid-Pacific the best clothes—the best everything—of the New York and Paris shops. If it's a question of beach clothes, remember that a lot of good ones originated in Hawaii. Their sun costumes are among their most charming native virtues. Over shorts and a brassière top, one wears a *kamaaina* ("old-timer") shirt, unbuttoned, with

the shirt-tails swinging free in back, the two front flaps gathered and tied. These three pieces have become a ubiquitous bathing outfit, in native floral-printed silks or cottons.

Much of the designing of beach clothes originated with Miss Marie Miller, a well-known designer in Hawaii, who also does a marvelous evening dress called a "*holoku*" or, in other words, "sew up quick." Borrowed from the island missionaries, it is very long, with a tightly fitted bodice, and gored fullness giving a regal sweep to the back. A *holoku* in a beautiful Chinese silk makes an evening gown that is something to remember.

You'll probably find yourself exchanging your accessories for the fragrant leis of fresh flowers that abound. When you go out for an evening's dancing, the lei vendors line up at the door to bedeck you as you leave. Nothing could be more beautiful than five or six leis of tiny white *pikake* flowers, worn with a flowing white chiffon dress. Unfortunately, a fresh lei is a perishable adornment, but there are other varieties to take with you. The Hawaiian Exchange has feather leis that are worn as hatbands. On the West Coast, men are seen frequently wearing hatband leis made of the neck feathers of the pheasant. They last forever, and their making is an ancient, handed-down Hawaiian art, each feather being sewed separately into a stiff woven frame beneath. Women wear leis, too, of peacock feathers—an iridescent silvery blue—banding a Panama or a *lauhala* hat.

"*Lauhala*" actually means the leaf of the hala-tree; beside being used for hats, Gump's have the cool-looking, natural-coloured, woven table mats of *lauhala*. Bamboo mats, too, with the sheen of a lovely damask. Have, with these, for summer luncheons, a whole service of Gump's native koa wood dishes. At the Coconut Hut Shop and all over town, there are *calibashes*: deep bowls of dark, unpolished koa wood. And pig bowls—huge, oblong, curved trenchers that the natives used to bring in the roast pig for a feast. They make stunning table centres, piled high with colourful fruits. Fill a wooden bowl with seed-pods for another idea in table *décor*: the Coconut Hut has wooden roses; actually, they're dried seed-pods that grew on a vine, and look just like roses carved in wood. Mar Lou's Shop has another unusual centre-piece: fish, made of mother-of-pearl.

Shop along River Street for a Filipino shirt of cotton or silk in huge, splashy patterns, adopted from the colour-loving island Filipinos. Go to Linn's Army and Navy Store for shorts, slacks, or shirts. (When school lets out in the States, returning Hawaiian youngsters always make a dash for Linn's to re-order their slacks for the season.) Bring back "Pikake" perfume, or "Night Blooming Cereus," from Gump's—in wooden flacons carved to represent the flower of the perfume.

"FLANEUR"



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Hosiery
For Lovely Women

ARCHER HOSIERY MILLS, COLUMBUS, GEORGIA

Actual Photo Archer Style #350

Savory SURPRISES



MAID AND MAN gaze fondly at Heinz Vegetable Soup! It's a whole gardenful of vegetables—blended with beef stock. She knows Heinz Vegetable Soup is made her way. He knows this is the best stop on his beat!

P. S. Heinz also cooks a Vegetarian Vegetable Soup.

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Jessica Daves, Managing Editor
Arthur Weiser, Art Editor

FASHIONS:

Emmy Ives
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Countess Willaumez
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FINE ARTS: Frank Crowninshield

FEATURES: Allene Talmey

SOCIETY: Margaret Case

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Michel de Brunhoff, Editor
Duchesse d'Ayen, Fashion Editor
Thomas Kernan, Administrateur-Délégué

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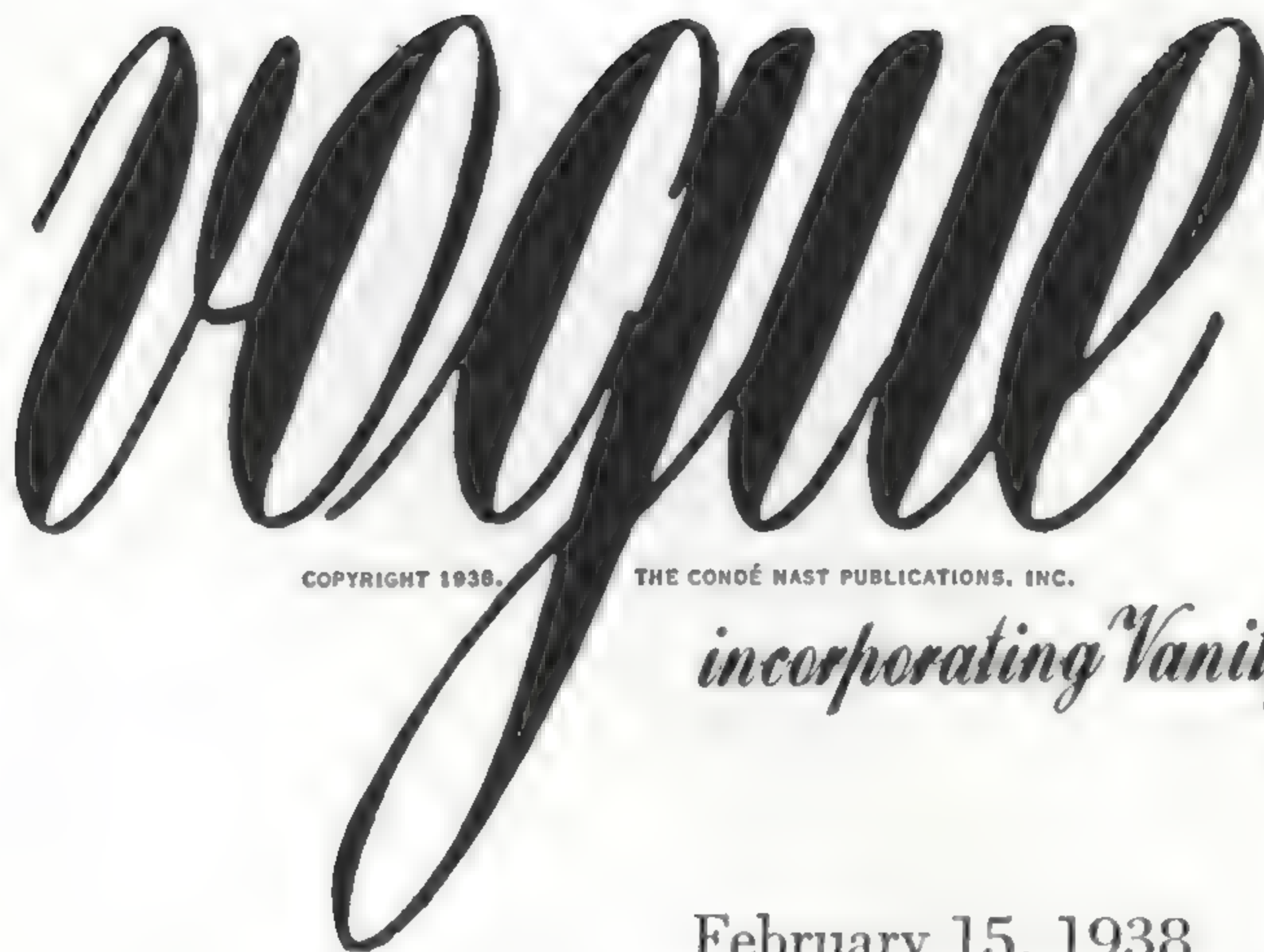
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February 15, 1938

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Those pinks and lavenders and
blues and greens that Miss Angelica
Welldon wears and Horst photograph-
ed for the cover bear witness to
the poly-colour creed for spring.
Indian scarfs make the turban;
Lilly Daché; Marshall Field, Chicago.
Olga Tritt's emeralds and sapphires

Imagine such Luxurious sheets
actually saving you money!



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WYNN RICHARDS

WAMSUTTA *Supercalc* SHEETS

REG. U. S. PAT. OFF.

Vogue's-eye view of February

*F*ebruary makes any mortal woman think her clothes-cupboard looks as bleak and bone-bare as a vacuum. It makes any woman want to start from scratch and begin to fill it. To help you make a good beginning, we hand over this issue....

Have something grey—from pages 92 and 93. Or have something pink—pink-and-black tweed coat or pink pearls or a pink patent leather bag. People can't get enough pink—New York is ordering pink grapefruit from Texas; Paris is drinking pink champagne; Chanel wears pink house-slacks under black ones, a wide band of pink showing at ankles.

Have, for your new day dress, that new loose look, fulness that falls free and easy from neck to hem, tied in gently at the waist, probably smocked somewhere as is the dress on page 67.

Have, for evening, such turbulent, pyrotechnic colours as in that Romany dress of bright lace on page 91.

Have, for a hat, a blue boater tied with a white veil, or a felt bowl with a crown like a flower-bed (page 65), or Lelong's new boat-shaped beret of mimosa-yellow felt—Lelong is now making hats for the first time!

Have, for the country, a pleated tweed dress. Such a kick has gone up against walk-cramping tight skirts, even tweeds are now pleated. Have, for inside a country house, a sweater-top house-gown—a white sweater-top actually knitted onto a long red skirt. (Page 99).

Have, for a change, your pearl earrings clipped to the top of your ear. And have, if you want the newest clip in Paris—Cartier's little pole with a jester's head and bells such as court-jesters once carried.



POLY-COLOUR in your costume—that's the entrance-line for spring. Four colours aren't too many—see how they get along together here: pink tweed suit, blue wool coat, wine beret; purple scarf. (Suit and coat; Abercrombie and Fitch; Carson, Pirie, Scott, Chicago)



Incoming clothes take to free-and-easy lines

JUST before the turn of the year, quietly and without fanfare, another fashion story “broke” in New York—reverberations of which will be heard all spring. The beginning was only a still small whisper—the appearance of a dinner-dress, born to be worn in Florida, which was nothing but a stepchild of the beloved blouse-and-skirt idea—a loose, long-sleeved, ballooning pink blouse and a loose, dark red skirt. When we saw it, we had a hunch about it—it struck us as a “natural,” prophetic and full of potentialities—so we showed it in colour in the December 15 issue of *Vogue*.

It caused comment, but nothing earth-rocking at first. Then the designer revised it for afternoon wear, and the day version—practically the same loose, long-sleeved, ballooning blouse and the full skirt abbreviated to day length—was shown two weeks later in January 1 *Vogue*. And *it* caused a great stir. Department stores enlarged the picture and eulogized it in windows. The dress became a smash hit...especially with the young and slim, for its small waist makes a small waist look even smaller, and its gentle fulness has an appealing, feminine quality. Once again, as in many an era before, the loose blouse-and-skirt costume is in temper with the times.

We cite this success story for one reason only. It's just one straw that shows which way the wind is blowing for spring. In the air, everywhere, is an eagerness for softer, more easy-going lines. It's been in the air for months, but only now is it coming to a climax. A loose look, meaning no offence, suddenly seems more attractive than strict, slick, poured-into, plastered-down silhouettes. Dressmakers are cutting with a free hand: bodices that blouse, tops that are shirred or smocked, armholes that are easy, skirts with gathers or shirring or smocking or pleats—in front, in back, or all around. The only reservation is that your waist must stay small. Fulness can break loose above or below it, but no one wants to look like a wheat-sack.

Coats, suits, day dresses, evening dresses—anything and everything is apt to lean toward this new looseness. Spring coats let loose fulness in various ways. A grey worsted coat, for example, is given freedom by two panels of shirring inserted in the skirt from waist to hem—the waist being pulled in snugly with a tie. A black coat gathers a little fulness in back and in front under a fabric bow. Day suits ease up their armholes and many have fuller skirts—often pleated. Day dresses go the limit—and two graphic examples are shown on pages 66 and 67, one gathered childishly from neck to hem, the other smocked at the waist. (Continued on page 147)



- A pure white veil—tied as they tied them in the horseless carriage days—on Talbot's boater of blue straw and white piqué
- The broad brim of this grey felt curls up, the better to show its blue and red grosgrain facing. The suit is emphatically spring 1938—grey flannel, rows of petal-shaped pockets, a red-and-white scarf and handkerchief. (All from Saks-Fifth Avenue, New York, Chicago)



Boaters and bowls

- Begin spring with a bowl of blue flowers on your head—Louise Bourbon's felt bowl...feathers are planted among the flowers
- Second: a new bowl-shaped beret—Rose Descat's blue felt. And a new high-fastened coat of blue tweed worn over a printed dress
- Third: Patou's rose bowl—a black straw hat, a curled brim, a rose thrust therein, a mesh cap in back. (All from Bergdorf Goodman)



THAT LOOSE LOOK. Be on the lookout for it. A blue jersey dress, childishly gathered in at the belt. Agnès' straw bicycle boater. Hattie Carnegie; and I. Magnin, California



HORST

Again that easy-going fulness. A gently smocked dress of blue jersey, a brief bolero in deeper blue, a small sailor with nothing but a bed of flowers for a crown. Henri Bendel





PALE, PALE TOPS in spring garden colours are what you'll want for dinner. Something like the pink felt jacket above, photographed on Tilly Losch; garlanded with wild roses of felt. The fortune-teller's turban is a soft wistaria mesh. John-Frederics. Ostertag jewels

Opposite; first: Like a Gainsborough lady's fichu—the wash of palest pink chiffon that flows over the bodice of a black crêpe dinner-dress, to finish in infantile ruffles. A foretaste of spring, actually you'll wear this long after the first hyacinth. From Jay-Thorpe

Second: Have two pastel colours above the belt—a crocus-yellow wool bolero against a jersey bodice, soft blue like spring dusk. The skirt—black crêpe. Original design from Bergdorf Goodman. Photographic portrait of Louise de Vilmorin from Horst's recent exhibition

GROUND S FOR MARRIAGE

IN America, where they teach everything by correspondence—how to have charm, how to play or not to play a tuba, how to lose friends, and how to buy a house—it seems surprising that there is no course or bureau of standards on marriage and men. Benjamin Franklin wrote brilliantly on how to choose a mistress, but Dolly Madison wrote no such treatise on how to choose a husband. Reno might still be an agricultural centre if this had happened. There is no county fair that awards blue ribbons to Grade-A husbands, no application-blank for the prospective groom to fill out, and no dependable way to judge a man's mental proclivities. The physique and the pocketbook and the mention in social columns are about all one has to go on.

The woman makes up her mind about marriage first, and, if this seems a modern eccentricity, you have only to read Trollope to know that who chooses whom is an old worn-out hypocrisy shrewdly veiled in secrecy. But women might have done better through the ages if they had applied some of the efficiency of modern tactics.

If women shopped for husbands with the same discernment that they shop for a Southern wardrobe, the happy ending might be more the rule. Flippant as it may seem, why not apply the same technique used in selecting a new outfit to the choosing of a mate? Why not go through such a test as the following, substituting Peter or James for the word "dress," to make sure that at least as much thought is given a prospective groom as is given the new Schiaparelli model?

Does the dress (Peter) suit your style? Will you be tired of it (Peter) in a month? Does it do something for you? Does the dress bring out your best advantages? Is the material good? Will it stand wear and tear—rainy days as well as a bright sun—can you wear it morning and afternoon and maybe even for dinner? Can you, by changing the accessories, make it suitable for various occasions? Is it good taste or a fad of the moment? Can you live up to the dress? Will it suit your moods? Can you afford it? Is it a luxury or a necessity? Will it fit a summer in Venice as well as a winter in New York (this is, of course, asking too much of a dress)?

There are certain qualities known as sterling (which may now be chromium) which are considered standard husband attributes. They are—with apologies to all proverbs and *Æsop's Fables*—honesty, sincerity, loyalty, tolerance, consideration, and a good disposition. These are basic and of the greatest importance.

The quality that gives married life the firmest foundation is honesty, and the one that

gives it the most "bloom" is sincerity. But the one that gives it the most security is loyalty. You always need some one who will protect you against your friends, say a good word for you in Palm Beach, or brilliantly turn your last tactless remark into honey.

Women, who on the whole are sensitive creatures, will pay the highest price for consideration. Not the obvious kind, mind you, but the refined, subtle, discerning consideration. If your husband isn't considerate, you may meet some one who is, and so appealing is this quality that you may toss up tiaras and social security plus for the man who calls to ask if you are feeling better or did the look of dismay he saw on your face mean anything. Little attentions that take something of oneself give reality and warmth to marriage and the chance for a lasting happiness.

A good disposition is probably the quality that makes life the easiest, but the quality that no marriage can exist without is tolerance. The world has gone on two thousand years, and no one has yet met any one who has not some defect. Make-up, unpunctuality, a misinterpreted sentence, a green political view, an impulsive action, an idiosyncrasy, a repeated expression such as "so long" or "Okay," bills, a thousand unpredictable upsets need tolerance. If a man has no tolerance, you will seem unbearable, and he is!

No matter how long you look or how hard you try, you will never find any one who has all the basic qualities. You are blessed if you get a man that lacks only one, but you are fortunate if you get a man who lacks only two. If you can put up with a charming crook or an excellent liar more easily than you can with a temper, or criticism behind your back, then the decision should be made with that preference in mind.

It is interesting to note that when women talk of the qualities in men that are most uncongenial to marriage, drinking and infidelity always head the list. Drinking I know nothing about. I dodge it. Ever since a man proposed to me in the most lucid and convincing manner and was unable to remember about it the next day, I have mistrusted alcoholic exuberance!

However (and this is a personal feeling, which no one shares), I disagree with the American point of view that the first requisite of marriage is a husband who remains one hundred per cent true. A permanent liaison outside of the house is certainly a serious matter, but a momentary enthusiasm is understandable.

Many women mistake static for fidelity. Men who are unfaithful (Continued on page 130)

In which the author of "Marriages Are Made at Home" shows how to shop for a husband

By Clarita de Forceville



COURTESY OF THE WILDENSTEIN GALLERIES, NEW YORK

PORTRAIT OF THE ARTIST'S DAUGHTER BY VIGÉE-LEBRUN

Though Madame Lebrun painted Marie Antoinette no less than twenty times, she found her own daughter, Julie—apple-cheeked, with round eyes and wisps of brown hair—a subject almost as attractive. (Besides these, Madame Lebrun also painted, after she fled from France at the outset of the Revolution, such famous people as Lord Byron, Lady Hamilton, and the Prince of Wales—later George IV.) This portrait of Julie, long in the fabulous David-Weill Collection in Paris, was recently brought to America by the Wildenstein Galleries

Same hats, flighty veils

Suey's capricious veil -
violet, yellow, and green -
lies in a grandiloquent bow
on a three-flour
straw canister





Talbot's veil falls over the
from a straw position hat.
Saks-Fifth Avenue,
New York and Chicago



1. CASTLEHOLM—344 West Fifty-Seventh Street: *Smörgåsbord*, in a great airy room, without any attempt at the cosy hilarity of Sweden on the East Side.

2. BARBETTA—321 West Forty-Sixth Street: Veal dishes as only the Italians can do them, with piles of spaghetti. Prize-fighters hop over from Madison Square Garden.

3. FORNOS—236 West Fifty-Second Street: The kind of Spanish food that sends Spanish food-lovers into tremens. No music, but a great deal of concentration on black bean soup, *Paella*, which is yellow rice and seafood, and, of course, *Arroz con Pollo*. Fake flowers, and stucco walls.

4. GALLAGHER'S—228 West Fifty-Second Street: Big chunks of magnificent steak, which you can first see refrigerated in the window, and then cooked over an open fire. Every one knows the steaks, the chops, the lemon pie, with the meringue four inches high, and Mrs. Gallagher, whose husband was *the* Mr. Gallagher of Gallagher and Shean.

5. LINDY'S—Broadway at Fifty-First Street: Cheese-cake ready for every one all day and night, and eaten in enormous quantities by columnists, race-track touts, song-writers, and fighters.

6. JACK DEMPSEY'S—Eighth Avenue at Fiftieth Street: Baked potatoes as big as boxing-gloves, steak, and apple pie, are what you get here, with Dempsey himself shaking hands.

7. DINTY MOORE'S—216 West Forty-Sixth Street: Corned beef, and hamburgers that are really well done, steaks and chops in this big, bright place, always crowded with newspaper men. No monkeying around with cream sauce. It is expensive.

8. SARDI'S—234 West Forty-Fourth Street: The food is pleasant, Italian, and not expensive. It is the meeting-place for the stage—actors and actresses talking about themselves, interrupting playwrights, song-writers, and press agents.

9. CLUB YUMURI—Fifty-Second Street and Broadway: Eliseo Grenet, the well-known Cuban composer, has one of the two orchestras here, which is definitely a Cuban hot spot.

10. HICKORY HOUSE—144 West Fifty-Second Street: Swing music that makes you want to dance, but there is no dancing. Dinner of steak cooked on an open fire. A circular bar surrounding the orchestra. No place for conversation.

11. CAVIAR—128 West Fifty-Second Street: Caviar, sunk in ice and served with sour cream, and champagne to go with it. [This restaurant will move to

the Vendôme Gardens at 18 East Forty-Ninth Street early in March.]

12. LINDY'S—Broadway at Fiftieth Street: The same kind of food, with less Broadway intensity than the older, more famous Lindy's a block up-town.

13. COTTON CLUB—Broadway at Forty-Eighth Street: Bill Robinson tapping and Cab Calloway's orchestra bringing every one from great conductors of symphony orchestras, who ask the newspaper men not to mention their presence, to movie stars. The floor show is loud, and lively, and Negro.

14. CASINO-ON-THE-PARK—Essex House, 160 Central Park South: For a quiet, early evening in view of the park. A dignified old gentleman interprets your handwriting and profile.

15. RUSSIAN TEA ROOM—150 West Fifty-Seventh Street: Authentic *blinis*, with caviar, melted butter, and sour cream, but only if you are wise enough to order ahead. You can get *Kasha* with mushrooms, or *shashlik*, and, of course, Russian tea, in a glass with handles. After the concerts at Carnegie Hall, the place is filled with musicians, and, when the ballet is in town, the whole company meets there after the performance.

16. BILLY ROSE'S CASA MAÑANA—Seventh Avenue at Fiftieth Street: Five Bengal tigers, Dr. Rockwell, Sally Rand, Texas chorus girls, two orchestras. It used to be the French Casino, and it now houses an all-American revue, with the exception of the tigers.

17. CANTON VILLAGE—163 West Forty-Ninth Street: One of the best Chinese cooks in town is here in this place, which looks like a quiet chop-suey joint. (Covarrubias eats here several times a week.) A successful dinner depends on how you order, and Pearl (the cashier) or Lilly (a waitress) will help you with the Chinese dishes that aren't on the menu. There is lotus-seed and chicken soup; *Sharshu*—spiced roast pork with or without white cabbage; Cantonese fried lobster in the shell, with egg sauce.

18. CEYLON INDIA INN—148 West Forty-Ninth Street: Surprisingly good curries, with chicken and lamb in an authentic East Indian spot, where a parrot greets you at the door. It is better to order à la carte. The waiter's hair hangs down in a knot behind. Ask for pomegranate-juice.

19. VILLANOVA—106 West Forty-Sixth Street: Lobster Fradiavolo is the dish here. It looks like, and is, a good old-fashioned Italian restaurant.

20. INTERNATIONAL CASINO—Broadway at Forty-Fifth Street: The biggest night-club (Continued on page 143)

NEW YORK RESTAURANTS ON THE MAP

Miguel Covarrubias, the Mexican artist who is an authority on Bali, worked out this map of the restaurant heart of New York, using, mainly, the neat brown book in which for years he has listed the places that have pleased him most. (In spite of this, he never can decide just where to eat.) To his list, we added some twenty-five restaurants, with at least one good reason for attendance.

Like most New Yorkers, Covarrubias has a broad-minded feeling, ready to gamble on food and fun. Like them, he switches from sirloins to turtle fin stew, from apple pie for a dime to caviar and champagne for a fortune, from cheese-cake to *pideli deoner kebab*, from swing to the waltz, from a lone singer at a piano to fifty-six slim chorus-girls.

To use his restaurant checker-board of variety, just point to the map opposite, read the number in the text, and decide



LIPSTICK SPREAD ON THICKLY

VENUS DE MILO versus the 20TH CENTURY

WHEN a famous beauty gets famous enough, somebody always arises, with calipers and a tape-measure, and starts comparing her to the Venus de Milo—the standard of female beauty for all Western civilizations. This has been going on for centuries. But of late years, that Olympian figure has begun to look a little hefty beside the modern race-horse ideal; that classic face too plump, that chin too rounded, for the lean modern criterion, all eye-sockets and cheek-bones.

Just to see what would happen, we photographed the Venus de Milo as she is, with her magnificent serene face, her sculptured hair waved softly back from her brow; and as she might look if she were around to-day, with modern clothes, modern *maquillage*, modern coiffure. Her make-up was put on by Eddie Senz, Paramount's make-up expert, who worked for days painting and repainting the smooth plaster. (Once, in despair, he called in a house-painter, used to working with plaster, to put on the foundation make-up for him.) His brother, Ira Senz, who makes all the wigs for the Metropolitan Opera, worked two and a half days to achieve the beautiful coiffure at the bottom of the opposite page. Incidentally, for this effect we had to chip off her own hair, and excise the knot at the nape of her neck.

And we found that none of our devisings were half as lovely as her own face, unadorned; that no wig, however perfect, could supplant her own hyacinth hair. All of which proves that expert ministrations can turn out a modern beauty—but only the Greeks, apparently, could turn out a goddess.



EYELASHES GLUED ON, ONE BY ONE



POWDERED AND EYE-SHADOWED



THE WIG GOES ON



NO LONGER A GODDESS, VENUS IS JUST A BEAUTY

ALEXANDER PAAL



MR. AND MRS. F. DES TOMBE AND SON



KASTEEL SCHUYLENBURG, HOUSE OF JONKHEER AND MADAME VAN SCHUYLENBURCH



KASTEEL WISCH



KNIGHTS HALL



COUNTESS BENTINCK AT KASTEEL MIDDACHTEN



HOUSE OF JONKHEER JOHN LOUDON'S FATHER



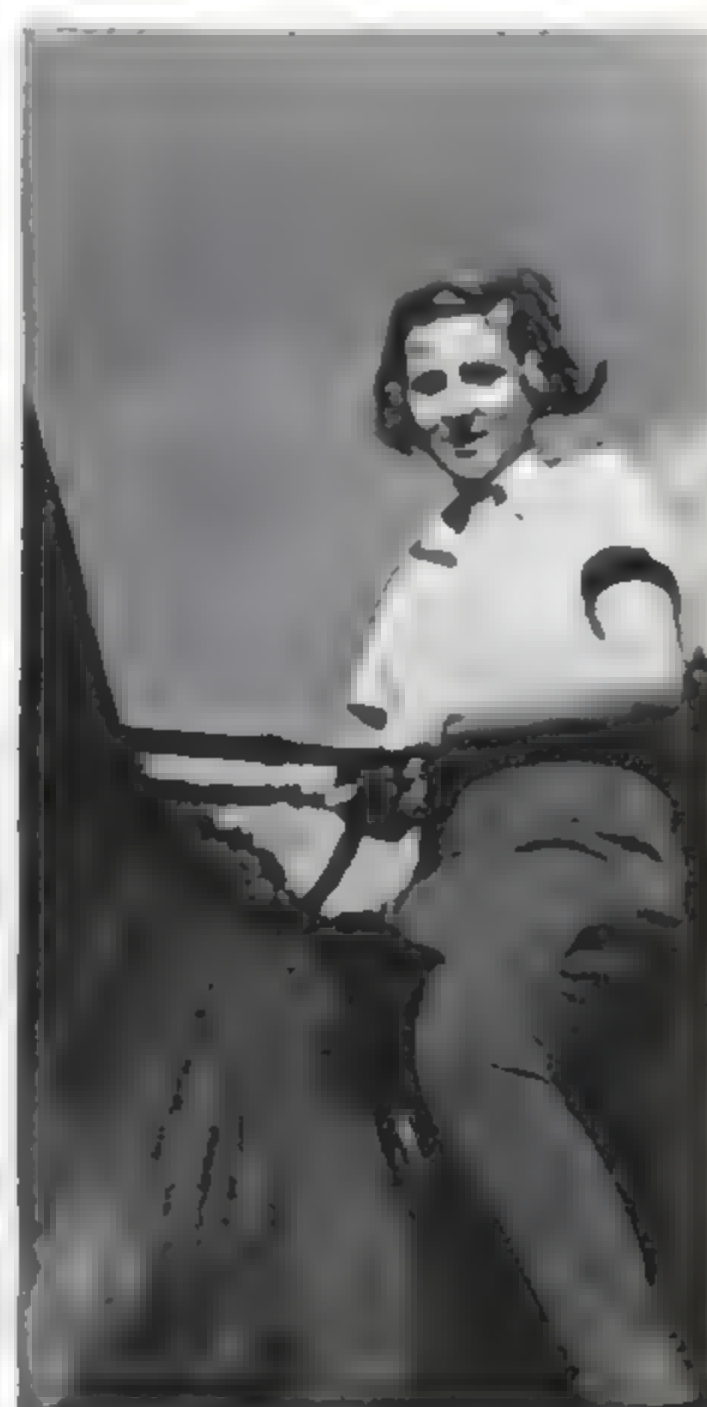
THE GOLF CLUB



JONKHEER AND MADAME VAN SCHUYLENBURCH



AT KASTEEL MIDDACHTEN



THE TWO DAUGHTERS OF COUNTESS BENTINCK

DUTCH DECORUM

High life in the low countries



MME. RICHARD VAN SCHUYLENBURGH AND HER DAUGHTERS



JONKHEER JOHN LOUDON AND HIS WIFE

EVEN in this age of travel, publicity, and films, little is known of present-day Holland. We are apt to think only of the Holland of the past; of Rembrandt, of Jan Steen, of Vermeer. We see steely wastes of ice on which skate crowds of little brisk figures; we think of the evening sun slanting on mellow bricked court-yards; of the reflected light which glows on the pearl earring of a lute-player, her house an ordered assembly of Delft and pewter. We think of Jan Steen's Rabelaisian oyster-eater—of Dumas' *Black Tulip*, of windmills, wooden shoes, and bulbs. But Holland is so much more than a bulb-fancier's paradise, and there are many people who do not wear wooden shoes.

Perhaps the chief reason that so little is known of the Netherlands is that this rich and independent country has colonies in the Far East which are fifty-eight times the size of the Motherland, and the nation is, therefore, economically sufficient unto itself. The Dutch, a proud and reticent race, can afford to remain aloof from the pushing publicity of modern life, and are no place-seekers for European limelight.

That is speaking nationally. Socially speaking, a similar reserve prevails. Headed by the Queen, the whole of Dutch society looks askance—indeed, looks furiously on any breath of gossip-writing. Press photographers who attempt to insinuate themselves into the social scene are certainly not welcome. This rule was a little relaxed for the recent Royal wedding, but it is rumoured that there is a price on the head of the daring photographer who penetrated some sacred portal to secure a Royal photograph.

Dutch society is as small as it is exclusive. Many aspects of life in Holland are both unexpected and interesting. There is a constant tangle of family ramifications. Every one in society knows the others intimately, and is well aware of each other's family history, whether current or dating a few hundred years back. Moreover, no new titles are ever created, nor is any one ever raised to the peerage, however distinguished or beneficent. The same names are, therefore, to be found all over the country, all of them having been in existence since the days of the stadholders.

According to English standards, however, the aristocracy has little power, the only "House of Lords" being the popular restaurant of that name at The Hague where one dines and dances. While Amsterdam is the capital, Queen Wilhelmina's palace and the legations are at The Hague, which is, therefore, the centre of social life.

Winter in Holland is a long season, and, socially, the busiest months are January and February. The country families leave their estates and gather at The Hague, and it is then that the big functions are held: receptions, dinners, and balls, for the most part at the legations.

A great many parties are given at the British Legation by Sir Hubert and Lady Montgomery, the British Minister and his wife, who are very popular in The Hague. Others who entertain a great deal are the French Minister and his wife, Baron and Baroness de Vitrolles, and Count and Countess Zech of the German Legation. Each year, on January the first, a New Year reception is held by Countess van Lynden, Grande Maitresse to H. M. the Queen. This is attended by almost the whole of Dutch society and all the embassies and legations. It is at this type of brilliant function that one realizes most clearly how cosmopolitan a society is to be found at The Hague.

Large parties, as they are known in England, are rare in Holland. A hundred guests would be considered an almost overwhelming number to invite to the biggest functions, which are usually for the coming of age of a son, or the coming out of a daughter, and take the form of a ball, held either at a private house or the famous Hôtel des Indes. Apropos of dancing, there is only one first-class dance band, while Hungarian music is the rage in all the cafés and restaurants. There are very few night-clubs, since "night-life" ceases at half-past twelve.

Remnants of Calvinism still influence a part of the Dutch outlook, and, in consequence, the theatre is cold-shouldered. By some pedants, it is still considered that to act is to lie, that the acting of a lie is the living of a lie.... On the other hand, the Alliance Française arrives each month to give performances, which are attended by all society and are only rivalled by Mengelberg's famous Saturday evening concerts.

Films—especially American films, are popular, paradoxically enough, but there is little or no film industry in Holland. The Sabbath, as might be expected, is rigidly observed, and even the much-loved Princess Juliana was severely censured for yachting on Sunday afternoons.

The young Royal couple, whose popularity is unchallenged, have had to face some rather die-hard critics regarding their determined love of freedom in their personal lives. The Princess now lives at the palace of Soestdijk, or, while her husband was with his regiment, on board her yacht. (Continued on page 142)



BARONESS DAISY DE BRIENEN



TONI FRISSELL

DEL MONTE DATA

ONE place that has stayed pretty much as God made it is Del Monte—that stretch of land jutting into the Pacific, three hours by motor from San Francisco. Except for a hotel and a club and the sardine fleet bouncing far down the shore, not much has been tampered with. Barking seals and sea-gulls have never left the crags. The dunes are a little balder from the wind, the cypresses that grow nowhere else in America, a little more twisted.

Down to Del Monte go the San Franciscans—Crockers and Fagans and Hills—for a week-end of riding, golf at the Cypress Point Club, bridge, mah jong, or just escape. Up to it goes half of Hollywood, on the same bent. And out to it goes every Western-bound Easterner—at least for a stop-over. Along the Seventeen-Mile Drive are great houses that hover over the sea—and the Del Monte Lodge, where people stay on for months—held, for one thing, by its chef, Emile, for whose rum soufflé and bouillabaisse Grace Moore has run up, on a fine evening, all the way from Hollywood.

Opposite page: Lined up along the wall of the Cypress Point Golf Club—Mr. Michael Casserly, of San Mateo, and Mrs. Virginia Wack, of Burlingame, Mrs. R. Lent Hooker, Mrs. Michael Casserly, and Miss Mary Morse, all in jodhpurs, tweeds, or suèdes—the most ubiquitous local uniforms

Below: A golf champion at sixteen, Miss Mary Morse, daughter of Mr. S. F. B. Morse, of Del Monte. For this particular round, she is wearing a hand-knitted green sweater, short circular skirt of natural tweed, a wide, silver-studded leather belt, leather fob-watch, and green tape hair-ribbon



NEAR PEBBLE BEACH—white gulls and pelicans swirl around the sardine fleet that bounces in the bay—blue-and-white fishing-smacks that have seined these waters for decades. Below: Mrs. R. Lent Hooker in a string flannel jacket and reddish brown flannel slacks—colours almost like those of the fishing-nets and huge corks on which she gingerly balances





TONI FRISSELL

PASATIEMPO—the country club near Santa Cruz of that golf wizard, Miss Marion Hollins. A stiff course, a white brick club-house decorated in yellow, black, and white, acres and acres of good riding country. Standing near the club-house here—Mrs. Henry Bohling, of San Francisco, in green, yellow, and red plaid tweed. Her spaniel has a black-and-brown coat



CRYIN' FOR THE CAROLINAS

Top: Down where spring comes early—Aiken, likely as not—do your rambling in a dress like this, blue-and-white checked flannel with shirt-bosom; circular skirt. Good under a red tweed top-coat. Jay-Thorpe

Second: Go around those famous countrysides, perhaps after pinecones, in a simple hand-knitted dress the colour of string (a general favourite), its skirt full and easy. Find it at Saks-Fifth Avenue

Third: When you're planning an interlude in the mid-South, buy—before a ticket—this jacket-suit of off-white wool. (Incidentally, it's kind to mature figures.) Mrs. Franklin, Inc.; I. Magnin, California

Fourth: Wear, to a horse-show, this adroitly designed knitted dress, string-colour with navy-blue stitching and wide shoulders. Navy-blue knitted coat. Mrs. Franklin, Inc., and I. Magnin, California

Opposite page: Have two favourites at once—pleats and plaid—incorporated in a grey, black, and white flannel dress that you'll take South, or wear under a coat in this North country. Jay-Thorpe



a Year for Cars



MISS GERTRUDE LAWRENCE WEARS GOLD EAR-CLIPS SHAPED LIKE FLAMES; PAUL FLATO



MISS MARY PINCHOT'S HAIR IS SWEEPED HIGH; HER JEWELLED EAR-CLIPS ARE FROM MARCUS



MRS. CHARLES SCHWARTZ WEARS HER HAIR BRUSHED LIGHTLY BACK TO SHOW HER EARS



MISS PHYLLIS STEVENSON'S HAIR IS PILED HIGH. EAR-CLIPS: TIFFANY AND COMPANY

The lovely ladies of the 'Nineties and the Edwardian Era—the ladies of Gibson's and Helleu's deathless drawings—had, until very recently, something on us; their ears. Not that their ears were any more shell-like or intrinsically decorative than ours. But theirs showed. Whereas ours, until we began piling our hair up and sweeping it back off our temples, didn't.

Now that ears have come out in the open again, we're beginning to realize their infinite possibilities. Fastening dramatic jewelled clips in them—like the ladies on these pages—to outline their natural curve; or clipping pearls on the tops of the ears, instead of the lobes, like several smart women in London (who rouge the tops, lightly, to enhance the effect). Ears have languished too long in obscurity; now, at last, with the new high coiffures, they're coming into their own. And high time, too.



Don't purse your mouth when you sew



Don't bite your lips



Don't use your teeth instead of scissors



Don't be so desperately animated



Don't chew hang-nails

*Don't
ever
do-o-o
that. . .*

TONI FRISSELL

• • *it spoils your face*

NO matter how pretty a girl is, she can't go around screwing up her face continually without spoiling her looks. Animation is all very fine and refreshing; but too much of the same kind of animation develops into bad facial mannerisms that leave their mark.

Our dizzy lives are partly responsible for the nervous things that we do with our faces and hands. When ladies led protected lives, they may have had inhibited minds, but they at least had serene faces. There is great advantage, too, in keeping a calm face when you are mad. Stamp your foot if you have to, but don't go grim.

In the photographs on these pages, we temporarily foisted some pretty usual foibles on the young ladies who posed for us—ladies ordinarily dazzling to look upon. The results speak for themselves. Read them—but don't weep!

Don't huddle up against the cold



Don't read in a bad light



Don't stretch your face when you powder



Don't squint into the sun



Don't look grim when you're mad

Pretty Parties

Paris brings out the gold plate and pink champagne for its big parties

[VEN though so many foreigners have left, Paris continues to be extremely gay. There are parties without number, and, as in London last season, all the big parties are now "pretty" parties...the one that started the ball rolling being the Paul-Louis Weiller party for the Duke and Duchess of Windsor.

According to those who remember pre-War days in Paris, there's not been a party like it since before the War. At dinner—a very short dinner since the Duke of Windsor hates long ones—covers were laid for twenty-two in the green-and-white dining-room. The table-cloth was of silver lamé; the decorations included a silver gilt *soupière* in the centre, flanked by two remarkable gilt swans, rock-crystal candlesticks, and silver urns packed tightly with short-cut calla-lilies. On console tables were pyramid-like camellia-trees three feet high.

Gold service plates were used, and pink champagne (which now appears to be the rage) was served both at dinner and afterwards. The short, short dinner included a choice of oysters or caviar, *baron d'agneau*, new peas brought from Monte Carlo, *pâté de foies gras*, and an ice.

At this house, guests enter through a large hall from which stairs lead to drawing-rooms above. When the guests came in, this hall was normally furnished, but, when the guests came down from dinner, the whole thing had been transformed into a stage-setting for the cabaret that followed. Scattered about were small tables, covered with gold lamé cloths, on which were small bouquets of yellow, flame, and scarlet flowers. The musicians' gallery was garlanded with swags of simple yellow field-flowers. Against the walls, four massive marble vases held flowers arranged as stiffly as the altar decorations in Italian churches. All this blended beautifully in the amber-lighted cream-coloured hall.

For entertainment, Rotter's Orchestra was imported from Vienna (the Quai d'Orsay facilitated their entry out of courtesy to the Duke of Windsor). A singer, a magician, and a Spanish dancer—old friends of the Duke of Windsor, whom he greeted cordially the minute he came into the room. There was a second orchestra in the musicians' gallery, but the Viennese orchestra played on the dance floor in true Viennese fashion before the different tables—principally the Duke's.

Our hostess wore a full-skirted black velvet dress from Molyneux, a diamond necklace, and a single big pear-shaped diamond in her hair. The Duchess of Windsor wore the gold lamé dress of Mainbocher, the one with the broad horizontal

stripes, her diamond clips, and the diamond head-dress photographed in Vogue. The Duchesse d'Harcourt wore Chanel's white evening dress; and Lady Mendl, Mainbocher's new tulle dress with a skirt made of slashes of varicoloured tulle. Most of the women who came in after dinner wore long gloves.

Another "pretty" party was Mrs. Banner Bloomingdale's—one of the new kind of parties that people like to give now, which starts at six and goes right on until the late hours of the morning—not a cocktail party and yet not a ball. Dinner was served at nine, and every one danced before and after, as well as during dinner.

Jean-Michel Frank did the decorations for it, so changing the magnificent suite of rooms in the Crillon that you forgot the rooms and only saw his decorations. Geranium-red velvet curtains, edged with white satin ruffles, were fantastically draped on the tall windows. All the sofas and chairs had slip-covers to match. The small tables were covered with white satin cloths with ruffles two feet wide. Each table was lighted with a column-like lamp entirely covered in laurel leaves, topped with a gold-and-white shade. The gold chairs around the tables wore bright red velvet cushions with bows tied to their backs—reminiscent of cotillion days. Fantastic chandeliers of green laurel leaves replaced the big crystal chandeliers. Again—this green, white, and red colour scheme!

Lady Mendl's famous Wednesday afternoons are cocktail parties that often drift into evening parties, too. Her buffet table is one of the best done in Paris. There is everything imaginable to drink, including champagne that one can tap from a huge barrel-shaped glass container with ice in the centre. And about the rooms are tiny tables with half-bottles of champagne in miniature coolers.

But so much for parties.

The Mauriac play "Asmodée," which is now having a terrific success at the Théâtre Français (the greatest success since Bourdet took over the direction, cleaned up this theatre, and brought it back to life), is one of the best plays that has been seen in France for years. It is by François Mauriac, the novelist who had never written a play before. It's all about provincial French life, doesn't present the French in a very good light, and could never be produced with success, or understood, in any other country. But it does draw an audience of people who are dressed, as they are in London theatres (usually unheard-of in Paris)—a great feather in Bourdet's cap. (Continued on page 126)



Poly-coloured and prophetic—this tiered dress, of turbulent red, purple, and green lace. Hattie Carnegie; I. Magnin, California



Grey is in the picture again: two tones of grey, grey with white piqué, grey bolstered with colour. Above, on the gallery visitor, a grey wool coat with shirred front fulness. Blue sailor. Bergdorf Goodman

1. Grey dress of silk-and-linen with white piqué. Blue straw hat with cerise chiffon. Bergdorf Goodman

2. Darkish grey flannel suit with red alligator belt and buttons. Hattie Carnegie; I. Magnin, California

3. Two-toned grey stripes on a wool suit; piqué boater. Jay-Thorpe. Jewels; Black, Starr and Frost-Gorham

Opposite: Pale grey chiffon on the seated figure (grey is good for evening, too) and carnival colours in the crinkly crêpe bolero. Milgrim. The jewels worn with this dress; Black, Starr and Frost-Gorham

4. Fog-grey crêpe dress loose as a seraph's robe; banded with silver kid. Bonwit Teller; Neiman-Marcus

5. Dove-grey lace, its shirred bodice held up with ribbon ties. From Lord and Taylor; Marshall Field

6. Warm grey rayon jersey for a draped dress that sweeps into fluting-folds. This is from B. Weinstein



HORST

GALLERY OF GREYS

Striking new matches



If you are a honey-blond,
accent your tan with a
bathing-suit to match your hair



Veil auburn locks
by night in black and auburn,
and use Harriet Hubbard Ayer's
Carnelian lipstick



Tie roses on
a riband around your wrist,
and match their hearts with
Elizabeth Arden's Cyclamen varnish



Go dramatic with a giant
violet-blue cornflower chou,
and shadow your eyes with
Dorothy Gray's Violet and
Iridescent shadows



Repeat the coral
of Cartier's hand clip
with Helena Rubinstein's
Coral lipstick

True Confessions

an exposé of beauty
practised by lovely women
in three capitals

BEAUTIES don't gaze at you wide-eyed any more when you ask them what they do to keep themselves looking so beautiful. They come right out and tell you. Very satisfactory it is, too, because the little personalized tricks that smart women develop for themselves contribute a great deal to their effect. And they are often stunts that will contribute to yours, too, if you are clever about adopting them. We have been going around posing a lot of such questions recently to lovely ladies in London, Paris, and New York, and present you here with the whole bag of beauty tricks that we have gleaned.

In Paris, Madame Jacques Rueff, who has beautiful hands and feet, goes without stockings when she is at home. With a purplish dress and pailletted sandals, she has her toes covered with vivid cyclamen varnish. When the Duchess of Westminster was visiting in New York, her hair was dusted with powdered gold in the evenings. Several smart women who wear glasses have developed a stunt of matching the rims to their eye shadows. Lady Helen Nutting and Lady d'Abernon, both Englishwomen with lovely silver-grey hair, order pale blue frames for their glasses and use pale blue shadow. The younger girls do it with green. In London, the Hon. Mrs. Cunningham-Reid has discovered a stubby little umbrella, which holds her complete make-up in a compartment in the handle and has a strip of mirror in the top.

In New York, women are taking the calcium usually prescribed in pre-baby diets as part of their beauty régime. A make-up stunt that several women, especially the younger ones, have adopted is a bit of cream, vaseline, even soap to give a high-light on the cheeks. There is a wonderful new liquid cream that you put on *before* your bath to make your skin soft and smooth *after*. Mrs. William Rhinelanders Stewart has her maid make little bath-bags for her by pulverizing soap and sewing it in squares of inexpensive towelling, which are then dipped in almond meal.

Many smart women are finding two lipsticks better than one, but they make the two sticks serve different double purposes. The débutantes buy lipstick pencils in shades to match their regular lipsticks, use the pencils when they are making up at home, then carry on through the evening with their regular lipsticks. Mrs. Schuyler Watts uses a very light, stiffish lipstick to define her mouth, then, because her mouth is small, a second lipstick (any colour she wants) with which she carries out a little beyond the natural lip-line. Tilly Losch, who has a mouth slightly large in proportion to her other features, finds the best way to minimize it is to cover her lips entirely with a light stick, rather than attempt to outline a smaller mouth with a deeper colour. (Incidentally, when Miss Losch arrived in New York, she had her hair tinted a lovely pinkish gold.)

Miss Phyllis Stevenson always powders her lips before lipstick—makes it stay twice as long. In Paris, Madame Pierre Champin uses a new lipstick called "Sex Appeal" in a beautiful deep shade of amaranthine that sets off her dark hair and light skin. If lipstick has a way of vanishing from your mouth no matter how much care you use in applying it, try using first as a base the most indelible lipstick you can find in a definitely light shade (even indelible lipsticks are more impervious in lighter tones), then use your regular stick in any shade. No matter what you go through, some colour will be left.

Those who have succumbed to the hair-off-the-ears movement are finding ways to adapt it to themselves and still not cut their hair short or unevenly. The Comtesse Olivier de La Moussaye does her hair with a meticulous centre part going from forehead to the nape of the neck, then brushes it straight up from front and back on each side, braiding it in a coronet across the top of her head. Another very new coiffure with a centre part twists two "macaroons" of hair just above the temples, the way we used to turn a roll of hair over the ears.

The Marquise de Montesquiou-Fezensac waves her longish blond hair straight back from her forehead and off the ears, finishing it in a definite "figure 8" chignon in back, fastened with blond tortoise-shell hairpins. The British actress, Martita Hunt, has an entirely new hair-do, with a clearly defined part that starts in front and goes to the right side and almost entirely around the head. The short hair at the sides is brushed up and held by combs; the back hair is curled in tiny curls beneath the part, and swept up to the top above the part. (Continued on page 140)



A reeferish coat of rough navy-blue tweed, buttoned up to a square neck-line; striped taffeta scarf.
Sada Sacks



Natural-and-blue tweed top-coat with a blue knitted yoke. Bonwit Teller; I. Magnin, California.
Suzy's quilled boater



Pale blue as spring skies - this collarless coat of suede-like wool, beautiful over black. Henri Bendel

The
bluecoats
are coming

Creed's tweed jacket,
bright blue with black
braided scrolls, over a
black tweed skirt. Russeks



Horizontal tucks on the front
of a navy-blue wool coat. Madame Pauline's straw sailor.
Both: Bonwit Teller, I. Magnin, California



Collarless coat and short jacket
of soft grey-blue tweed;
black tweed skirt. Russeks



COUNTRY SIDES



MRS. ROBERT P. GIBB

OUTDOORS they wear sturdy, practical clothes; pleated skirts you can really walk in, jackets you can really shoot in, coats that really keep you warm, boots that can stand the wear and tear of following beagles.

Clothes like the Inverness coat Mrs. Robert Gibb wears, left; built to withstand the raw winds of the Scottish moors, cut so that the cape can be thrown back out of the way for shooting. Or like Mrs. John Winston's workmanlike grey flannel suit, below, saddle-stitched around the collarless neck, worn with huge fur gloves from Canada.

Or Miss Justine Cutting's suit of green flecked tweed—also below—with suède patches on the jacket where you rest the butt of your gun, and a divided skirt camouflaged by a flat panel in front. Her coat is Tibetan. (Continued on page 136)



MRS. JOHN L. WINSTON

MISS JUSTINE B. CUTTING



MISS WENDY IGLEHART

INDOORS They wear tea-gowns, house-coats, and pyjamas; mostly tea-gowns and house-coats, although many smart women stick to pyjamas. By tea-gowns, we don't mean the flowing, romantic school, either, for the newest ones have a definite tailored look.

And the newest of all are the ones with sweater tops—Miss Wendy Iglehart, left, wears a tea-gown with a white ribbed sweater top and a skirt of heavy red crêpe.

Mrs. Robert R. Hitt's scarlet broad-cloth house-coat (below) is decidedly tailored as far as the waist, with a round neck and buttons down the front; but the skirt is all pleats. Mrs. Byrnes MacDonald wears, with black velvet trousers, a wheat-coloured wool jacket embroidered in silver—typical of the current fondness for wool, especially embroidered wool. (Continued on page 141)



MRS. ROBERT R. HITT AND HER DAUGHTER, DIANA

MRS. BYRNES MACDONALD



f abrics colour spring

Race-track checks and giant flower prints; coarse salt-sacking crêpes and moon-dust gauze; sleek covert-cloth and mosquito-net wools—the spring fabric picture is as unexpected, as diversified as this.

Slip into the soft, light luxury of porous lacy wools. Some are as open as a sieve. When thick enough, however lacy, you'll use them for the casual type of coat that does for everything. The mosquito-net woollens—flatter version of these open weaves—make new-looking ensembles. Don't hesitate to use them for a tailored suit.

Look typically spring, 1938, in a coat of spongy wool, worn over a dress of wool as dry as sand. These two types of woollens couldn't be more unlike, in character, but you'll often find them teamed together in exactly the same shade. Putting together the two extremes in woollen textures gives a new and knowing look—newest when the dress wool appears on the revers of the coat.

Wear the rock-garden colours—tones in the mezzo-range—in town as unself-consciously as in the country. Combine two colours as freely as you combine two textures. A coat of deep laurel-rose, over a pale laurel dress. Have a suit with a greyed blue jacket and a navy-blue skirt. Pink, as you know, is in a flush of popularity, and blue, in all its gradations from pale sky-blue to navy-blue, washes over the whole spring picture—a great cooling wave. Amber-yellows, violets, and greens fit into the rock-garden scene. For the country, have a navy-blue jacket, pink blouse, green skirt, purple scarf—they melt together in the muted shades.

- Purplish spongy tweed for the coat; navy-blue dry-as-sand wool—Forstmann's Porosa—for the dress and coat revers. A fine team of colours, and a fine team of textures. There's a red leather belt on the dress, a red fleck in the tweed. The redingote ensemble, hat, and all accessories from Saks-Fifth Avenue, New York and Chicago

Carry the two- and three-colour motif into your town suit—even to the combination of dusty-pink jacket, purplish-blue skirt. No one will be able to resist the contrast of saucy sailors, frilly blouses, and tailored suits. There's a great collection of woollens and worsteds to give the suit a polished look. Twills, tricotines, fine serges; covert-cloth; gabardine; and thin, smooth, men's-wear woollens, pin-striped. A good chance here to use the smart neutral shades, the beiges and the greys, toned with deep, rich-coloured accessories.

Give a *gamine* note to your tailored suit with a checked, striped, or dotted crêpe blouse. Three-colour checks are running riot over Paris. Stripes are still flying high. Polka-dots are news when they're used together in different colours, different sizes. Don't be surprised to find flowers, sea-shells, fruits, and vegetables—or mice and men—turned into tiny tailored prints. Two-colour prints have a fresh look.

Flowers spring up everywhere: in neat little tailored squares; in bayadere stripes; rolled into dots. There are old-fashioned flowers spaced evenly, with precision; and flower garlands tossed about as though in bacchanalian revels. You'll see a huge garland slung from shoulder to hip, just that one printed motif on a solid-colour crêpe. You'll wear prints with flowers big as saucers, in the afternoon. In the evening, roses and poppies spread into giant blooms: great, splashy wall-paper prints; and enormous bouquets.

Crêpes, for sports, are coarse and spongy—children of the hop-, salt-, and sugar-sacking families. They go their parents several better in depth and springiness and surface interest. Solid-colour crêpes for town and evening are well-mannered, well-bred fabrics, with subdued weaves. Day and evening, there are quantities of sheers. In the afternoon, as well as in the evening, you'll wear lace. For a night-moth evening dress, there's a faintly sparkling satin, or a stiffened moon-dust gauze. Now turn to our Fabric Primer, and see for yourself.

YOUR TOWN AND COUNTRY COAT. Vogue Design No. 543 hangs straight as a die in front and back. Designed for sizes 12 to 20; 30 to 40. Here are some of the new spring weaves and colours for it—and don't fail to notice the dominance of pink shades

FIRST: Rose, in Forstmann's spongy coat wool. One of the marvellous new rose shades that are going to transform our spring; one of Forstmann's important Mezzotones. Altman

SECOND: Gumdrop-pink, Forstmann's surprising new coat shade. These Mezzotones are also in Forstmann's Porosa dress wools and Skinner's silk linings. All at Altman

THIRD: Checks, in Strong Hewat's brilliant tweed—an excellent choice for a town-and-country coat. There are companion woollens in solid colours to make a suit or dress

FOURTH: Peppermint-pink, clear and bright, in Hockanum's solid coloured tweed. Don't be afraid of this colour for a coat or a suit, with dark accessories. From McCutcheon's

FIFTH: Plaid, in Hockanum's smoky-brown tweed with a pink stripe. You could use this for a coat worn over a suit of the peppermint-pink shown just above. From McCutcheon's

SIXTH: A lacy-weave coat fabric—so porous you can almost see through it. It's one of the newest coat materials—Stroock's llama-and-wool fabric. You'll find it at Lord and Taylor

SEVENTH: Blues are as vital this season as pinks. From palest grey-blues to vivid medium tones. Stroock's wool-and-llama fabric has a herring-bone pattern. Lord and Taylor

YOUR TAILORED SUIT. Begin spring with this ace of a suit, Vogue Design No. 7941, and make it of one of these exciting new fabrics—twills, meshes, gabardines, with a gay print for the vestee that goes with it. Suit designed for sizes 12 to 20; 30 to 42

FIRST: Try twill—one of the "firsts" this spring. Here's a cashmere and Shetland twill for the jacket, to go with a plain wool for the skirt. English importations at McCutcheon

SECOND: Be racy as a book-maker and choose Foreman's checked silk crêpe for the waistcoat that goes with this Vogue design. Three-colour checks are newer than two. Macy's

THIRD: Consider a mesh weave—it's new for suits this spring. This is Botany's spider-web worsted, in one of the important new medium-blue shades. From John Wanamaker

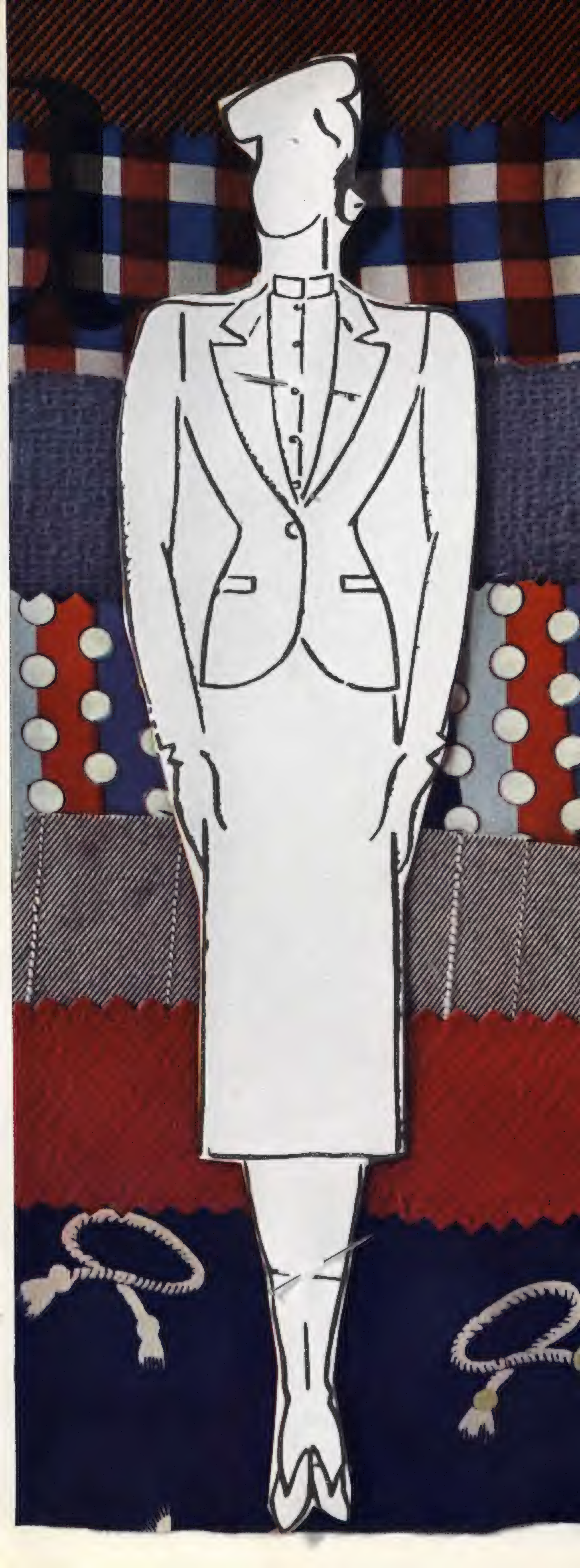
FOURTH: Have a blouse with polka-dots—the 1938 ones are dotted in unexpected ways. Here, they're combined with stripes, decorative as a Chinese counting board. Macy's has this

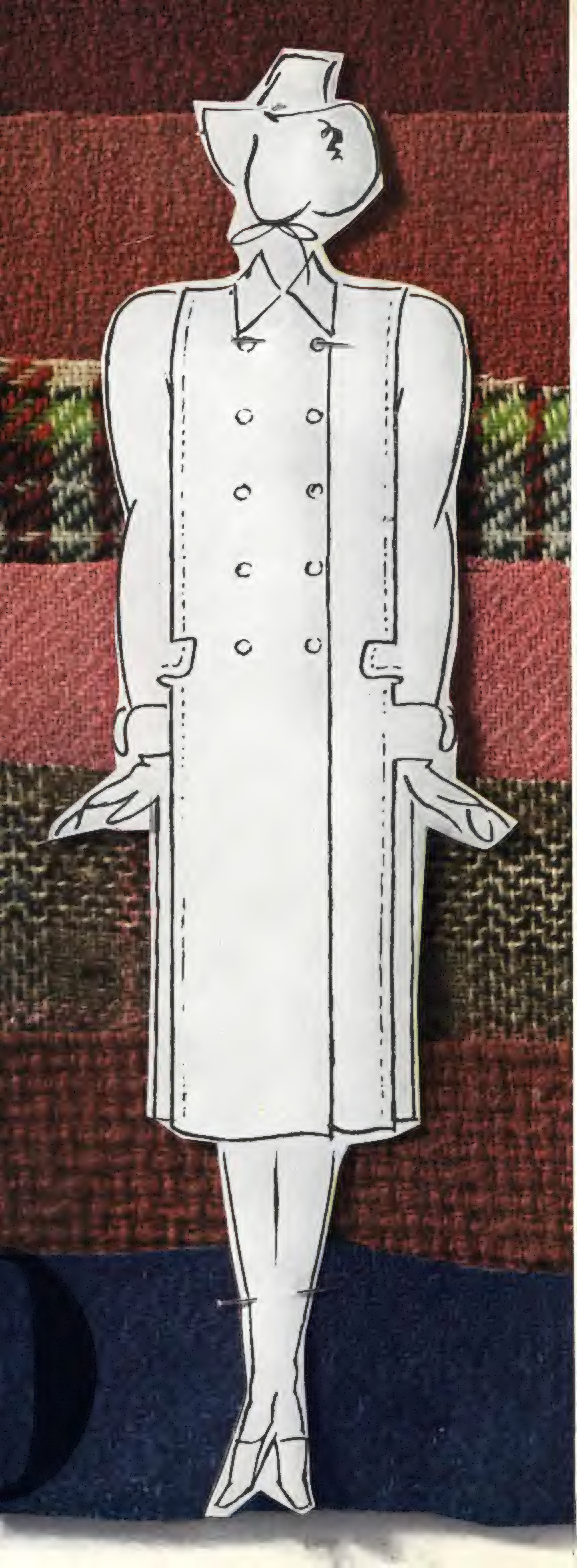
FIFTH: Or choose gabardine for your suit—Pola Stout's blue-and-white wool gabardine with a softened, hand-loomed look. Ribbed for the jacket; plain for the skirt. McCutcheon

SIXTH: Watch for wide-wale diagonals in tailored suit fabrics—such as Lorraine's soft woollen. We suggest red for the jacket with navy-blue for the skirt. Find it at Macy's

SEVENTH: Consider this neat geometric print for your blouse. This is a Truhu silk crêpe that washes like a dream. The rope motifs are scattered free-hand. Lord and Taylor

L









I YOUR EVENING DRESS. Let it be sheath-slim, with a deepened waist-line, and the new short separate bolero, as in Vogue Design No. S-4043. Designed for sizes 12 to 20; 30 to 38. And let it be made of one of these new crêpes, satins, or bold bacchanalian flower prints

FIRST: Let it be printed in flowers huge as a bridesmaid's bouquet, splashed on silk crêpe. You glimpse the rose-and-fuchsia heart of one in this Fieldcrest silk. John Wanamaker

SECOND: Let it be a new, faintly sparkling satin, very much alive for spring. This is "Satin Phosphorescent," a very supple fabric of Crown Tested Rayon. Find it at Macy's

THIRD: Let it be one of the new garland prints. This is one of the gayest—daisy garlands swung across a navy-blue ground. It's of Cheney's silk crêpe; from James McCutcheon

FOURTH: Let it be pink. Any age, any colouring can wear this muted shade and look enchanting. Onondaga's Jacquard crêpe, of Du Pont Acele Rayon; Lord and Taylor

FIFTH: Let it be medallion-pattern silk crêpe for a sophisticated dinner-dress. An all-over pattern with plenty of breathing-space. One of the French importations at McCutcheon

SIXTH: Let it be blue—like pink, blue is as important after dark as for daytime. The blue has a faint violet cast in this Celanese Rayon crêpe, with a subtle weave. From McCreery's

SEVENTH: Let it be one of the bold, dramatic flower prints—the flowers widely scattered and in brilliant shades. One of the "Young Enough Modern" silk prints, at Stern's

YOUR CASUAL DRESS. Make it of one of the new crêpes or tailored prints from Vogue Design No. 7957. Dart tucks at the round neckline—cut low enough for a smart contrasting scarf—give this dress that fine custom-made look. Designed for sizes 12 to 20; 30 to 38

FIRST: Pick a rock-garden colour in either crêpe or in wool. Here's a fascinating sugar-sacking weave, of Du Pont Rayon, in lovely arbutus-pink. From Lord and Taylor

SECOND: Select a Jacquard tie fabric, smart as Bond Street, with a scattered, open-space look. It's of Enka Rayon, very supple and right in texture and design for this type of dress

THIRD: Choose a surface-textured salt-sacking weave, very light and porous as a sponge. This is of Crown Tested Rayon, in a pale aquamarine shade. From Lord and Taylor

FOURTH: Decide on a linen-like dress fabric, Sanforized and treated to resist crushing. This one is a new Cohama fabric of Snia Fiocco Spun Rayon. Find it at John Wanamaker

FIFTH: Have a print with sea-shells, in strange forms and brilliant colours, scattered over it. This is one of Fieldcrest's new printed silk crêpes, in a range of colours. At Altman

SIXTH: Seize upon the lacy weaves in crêpes, as well as in wools. This supple crêpe of Du Pont Rayon comes in vivid blue and in pale pastel shades. You'll find it at Macy's

SEVENTH: Plan this dress for summer in a heavy sheer crêpe—one of those beautiful fabrics that take naturally to pleats. Stehli's Celanese Rayon crêpe, and Macy's has it



BUILT AROUND THE SUN



GOTTSCHO

The Palm Beach house of Mr. and Mrs. G. Huntington Hartford, second, is built in the Monterey style—whitewashed brick walls, Spanish tile roof, palm-shaded patio. Dimly seen on the walls of the loggia are James Reynolds water-colours. Treanor and Fatio were the architects; Ruby Ross Wood, the decorator

Right: The colour scheme of Mr. and Mrs. Hartford's living-room blends the beige, white, and pale blue of Southern sands and skies. A long pine console fills the space opposite the fireplace. In each corner stands a pine pedestal bearing a graceful white urn that supplies the indirect lighting of the room

Below: The pavilion between the swimming-pool and tennis-court—a shady place to rest and have a drink (there's a bar) between sets. Everything is white with accents of dark blue and bamboo-colour. Venetian blinds are fitted into the double arches to protect the furniture from rain—if it should ever come

At the bottom: Again, the beige, white, and blue living-room with huge curving sofas flanking the fireplace. The carpet and curtains are of modern fabrics, the furniture of stripped pine. And on the walls there are gay Chinese water-colours. (More photographs of the Hartford house appear on page 124)



NO matter how many springs you've passed, that annual flare of excitement over a new spring dress and a new spring hat never dies down. You want something refreshing as narcissus; something you can wear right out of the shop. These days, more and more, current fashions are being adapted for the older woman. And because we have her interests at heart, we've lined up these Finds of the Fortnight—spring clothes which are important in fashion, and, at the same time, do the utmost for mature figures.

WE don't present these clothes as Finds because of their prices; they aren't rock-bottom inexpensive. But we do believe that you get your money's worth of fabric, workmanship, and—above all—design, that carefulness of cut which actually makes the difference. Older women frankly face the fact that their figures have shortcomings; here the designers have faced it, too, and have given us clothes that do, efficiently, disguise heavy hips, veil the upper arms, make waist-lines appear where none were before, and successfully minimize even prima-donna bosoms.

QUILTING is new this spring, and here it is—achieved by incrustations of taffeta on the dress and jacket of the black wool suit shown opposite. (That jacket, by the way, cuts off a view of too-wide hips or a not-so-slim waist-line.)

The bloused-over look, a godsend to all who were driven to despair by the tube silhouette, shows up in the vestee dress, with a polka-dot vestee sheltered by a fullish, but not too billowy jacket effect that successfully conceals any top-heaviness.

Tucks and pleats are great favourites, and the same dress has a tucked skirt with a released flare that looks, but isn't, pleated. The vertical lines lead eyes up and down rather than around your circumference, a good point no matter what your weight.

COLOUR splashes everywhere this spring. And one of the newest, most sun-washed is mimosa. We give you mimosa—not in a solid, harder-to-wear form, but mixed with black, in the asymmetrical scarf dress, opposite at the upper right. Its devious scarf, by the way, breaks up what might otherwise be an unbroken expanse, and takes visible inches off your area.

Poly-colour—you can hardly open this issue anywhere without running into it—turns up in the printed surplice dress opposite—red, blue, black, and white all blended in a neat print that isn't splattery. (You know, of course, the concealing powers of a surplice, but did you realize that it gives your waist-line a nice indentation, too?) Once again, poly-colour—red, blue, green, and black for the printed gilet and borders of the suit in the photograph—its jacket full and all-concealing. And you can carry the poly-colour motif to its logical conclusion in your accessories.

TO top these dresses, we give you a collection of artful hats—straight-brimmed sailors, to cast a flattering shadow across your face and balance your figure; roll-brimmed Bretons, curving up to make your neck seem longer. And kindly berets, slanting at an angle to guard a round face from the full-moon effect. All of which couldn't be smarter, or further removed from the dowager class.

PINK, the new pet, is incredibly flattering to older women in flesh or dusty tones. The pink-and-black printed chiffon evening dress opposite has skilful lines that don't mark the outposts of your figure, a little jacket to cover your arms; yet it's as young as spring.

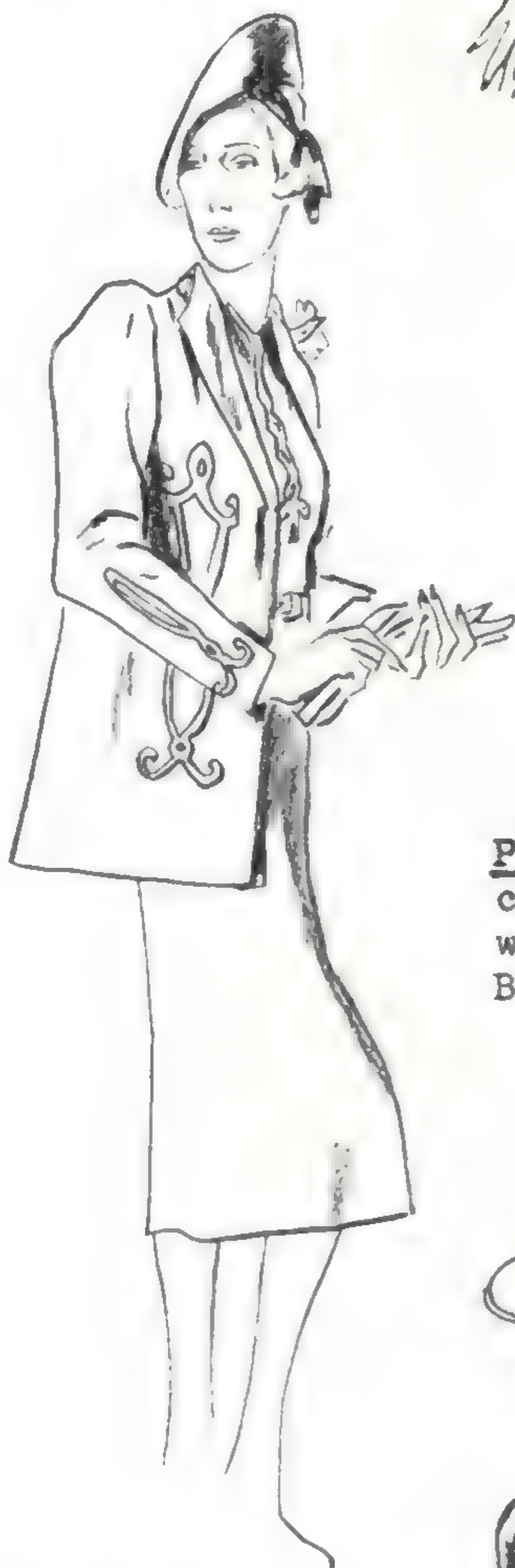
No age
limits
in these Finds
of the Fortnight



The New Fullness at the top of a black crêpe dress; polka-dot vestee. Around \$30. Black straw cloth sailor. Saks-Fifth Avenue



Mimosa and black -- an asymmetrical scarf set into black crêpe. Around \$40. Black ballibuntl hat. Lord and Taylor



Pink-and-black printed chiffon evening dress with jacket. About \$50. Bonwit Teller



Quilted taffeta scrolls on a dress and jacket of thin black wool. Around \$90. Black straw Breton. Saks-Fifth Avenue



Poly-colour printed crêpe for a surprise dress. Around \$30. Black shantung Breton. Altman



More poly-colour--printed gilet and borders on a black crêpe jacket-suit. Around \$50. Black straw Breton. Saks-Fifth Avenue



Shop-hound's Valentines

Here are some little loves that will put spring in your heart, on your head, at your feet. Left: one of those new bowl-brimmed hats that seem about to take flight. Actually, that's all "front," because this black Milan hat fits well down over the back of the head, where it's anchored with a black satin bow. Jean Gentila, 666 Madison Avenue, is a clever designer who will make gay spring hats like this, from about \$16.50.

Helen Johnson not only designs and makes beautiful clothes, but takes serious thought about when women want to wear them. Just now, she's ready with blouses of Guatemalan embroidery (left)—vivid, but they go with between-season wools and furs. No two are alike, and you can pick your own and have it made all for you for about \$30. There's excitement in town because Miss Johnson has made a new black lace dress—the first one of its type in three years. She says you don't need a new one more often than that. "Black-tie" dress she calls it. About \$135, to order; 640 Madison Avenue.

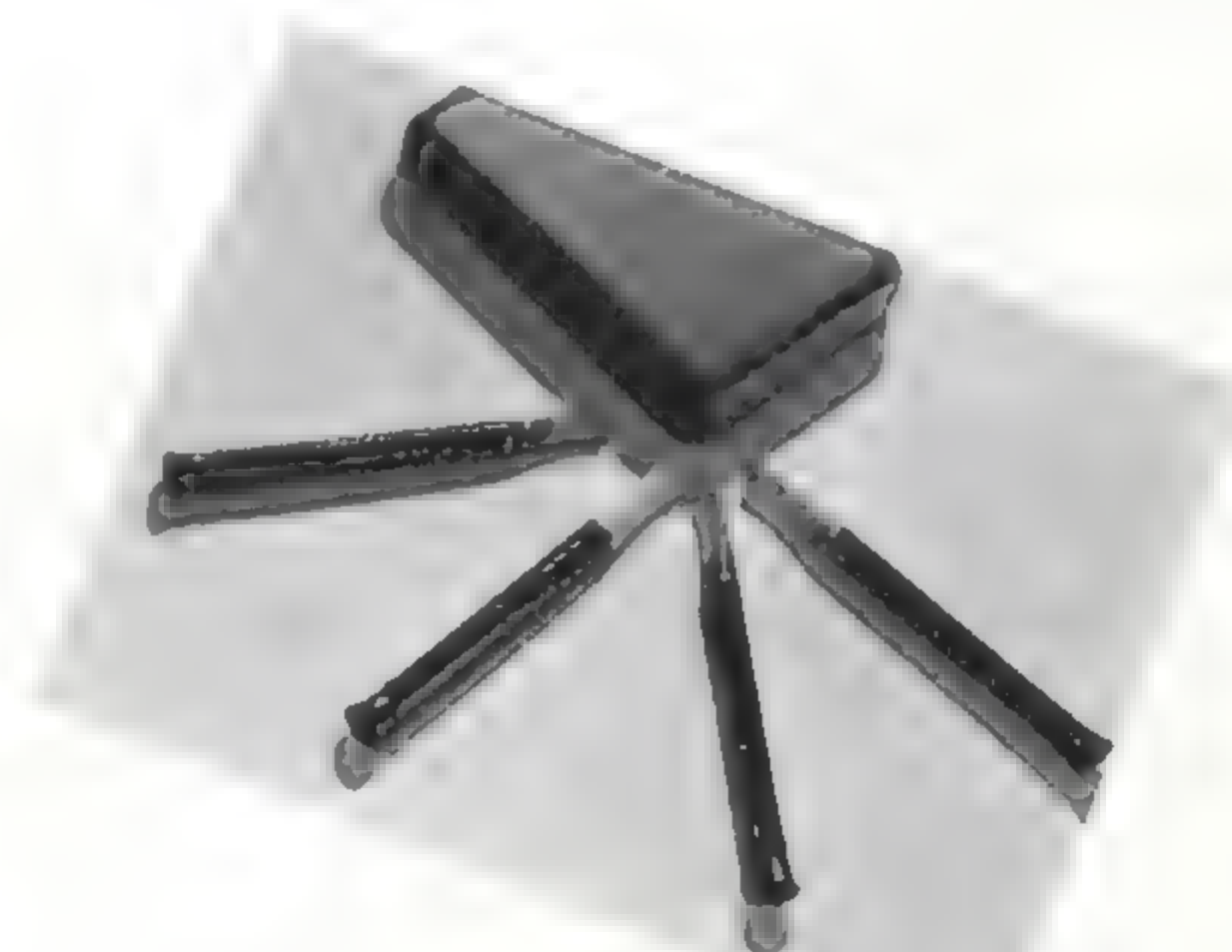
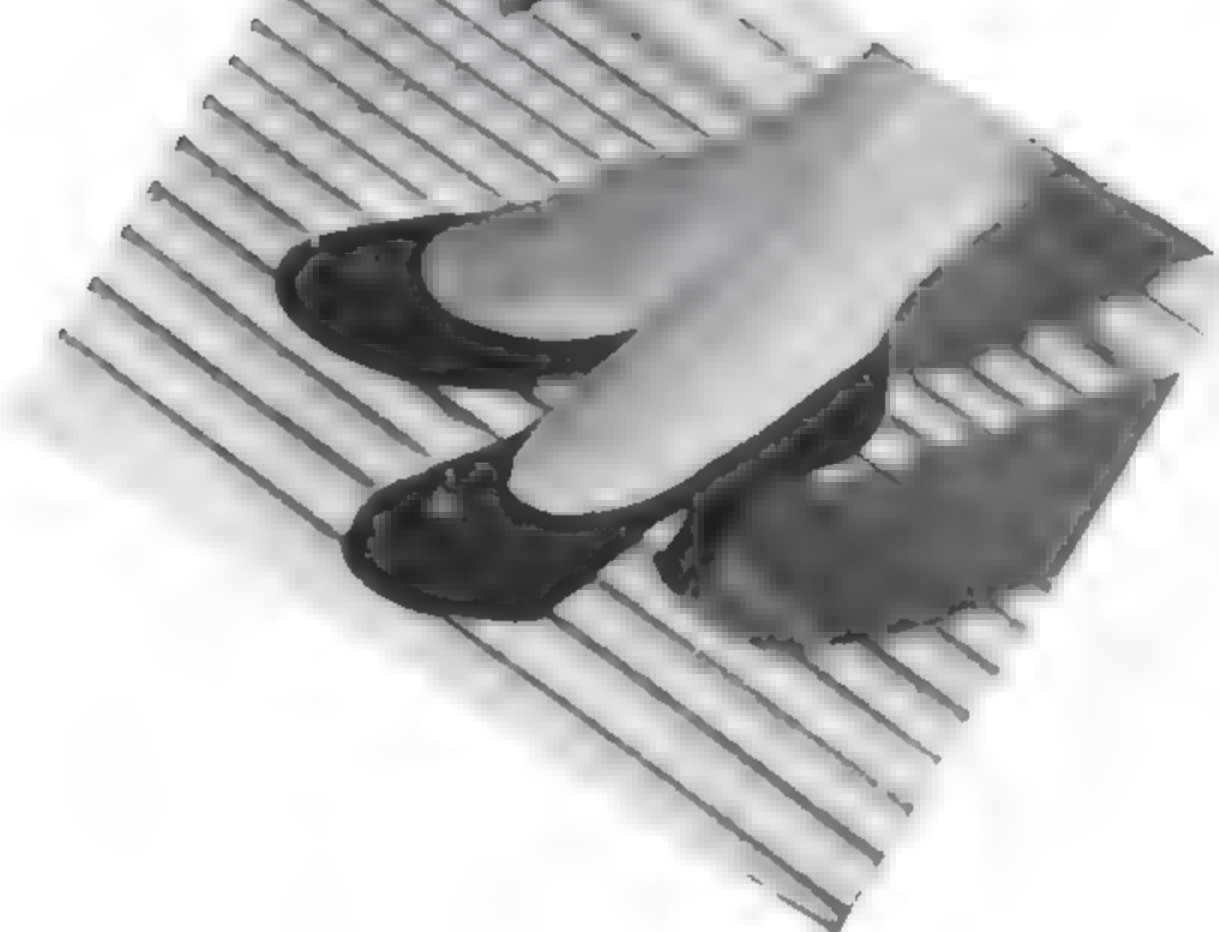
Right: Helene King's little lingerie shop, at 698 Madison Avenue, has all kinds of feminine frivolities. Just now she is showing satin gowns, panties, and slips in unusual, deep, glowing colours, as well as in the more conventional pale pastels. This dryad-like gown has a fitted lace top moulded into a brassière by the broad chiffon streamers that tie at the back. About \$35 for the gown, with Alençon lace appliqué.

Those funny feet that you see stretched on the deck-chair, left, are wearing the Arizona Sun Shods, of which you may have heard. They're made of wide strips of elk leather, white or natural, crossed over the toes. Thick thong stitching fastens the leather strips to the soles. They are perfect to wear on the beach or with sports clothes, wherever it is warm. They cost less than \$4, and you can write Box 57, Oracle, Arizona.

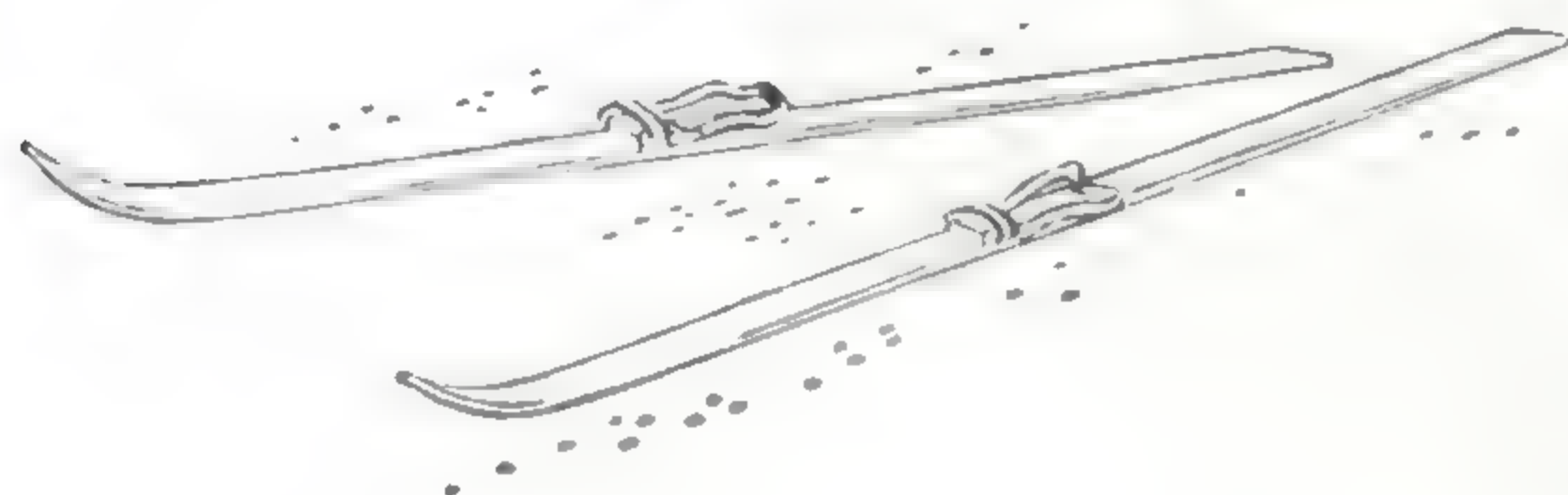
And now, by way of contrast, we show you the smallest, neatest, most sophisticated feet, left below. These feet are shod in black gabardine and patent leather pumps from the French Bootery, 22 East Fifty-Seventh Street. Never has this shop, which makes the most of the short-vamp, high-arched foot, turned out a younger, smaller-looking shoe. About \$14.75.

You've no doubt heard about the Zeus holder for men, and now, to the ladies, is offered a lighter, more graceful model, with the same inner cigarette device (right). This, as you can probably recite along with us, means that the smoke is filtered through an extra cigarette inside the holder, removing seventy per cent. of the nicotine, and cutting down on that black debbil tar stain, without affecting the flavour of the tobacco. About \$2.50 each, in plain black; about \$10 for a box of four with coloured bits. Waldorf-Astoria tobacco stand.

You don't need to have a maid or a magic formula or a big jeweller's bill in order to have your trappings shine. Simpson's Jewelry Cleaner will polish platinum, diamonds, paste, and gilt alike. There's a story behind it, too. It seems that Simpson's pawn-shop, which in its venerable life has appraised such flotsam as John L. Sullivan's diamond-studded championship belt, has used this cleaner for sixty years. Now it's yours to work magic with, yourself. About \$2.50, at Hammacher Schlemmer; and at many other shops.



Outdoors



THAT'S THE WAY it's being done in the Swiss Alps—hot soup after a stiff morning climb... Over there, bean soup is one of the big hunger favorites. Over here it's Bean with bacon—Campbell's, you know. Whole, tender beans in a thick bean purée, and with the zestful savor of bacon all through it... Or, the hearty "soup of the sea"—Campbell's Clam Chowder. All the broth and meat of juicy clams—flavored and garnished just as good King Neptune himself would have it.



-or Indoors

AND YOUR MOST elaborate dinner is off to a smooth, gliding start when the choice for the soup course is Campbell's. And leave it to a clever hostess to leave it to Campbell's to take the responsibility for a good beginning... Campbell's Tomato Soup, for example—made as a delightfully smooth cream of tomato by adding milk—a favorite with almost everyone... Or Campbell's Mock Turtle: Deep, rich beef broth, tender bits of meat, and piquant seasonings. (And—N.B.—there's a fine sherry in it, too!)... How many Campbell's Soups are on *your* pantry shelf?

Campbell's SOUPS



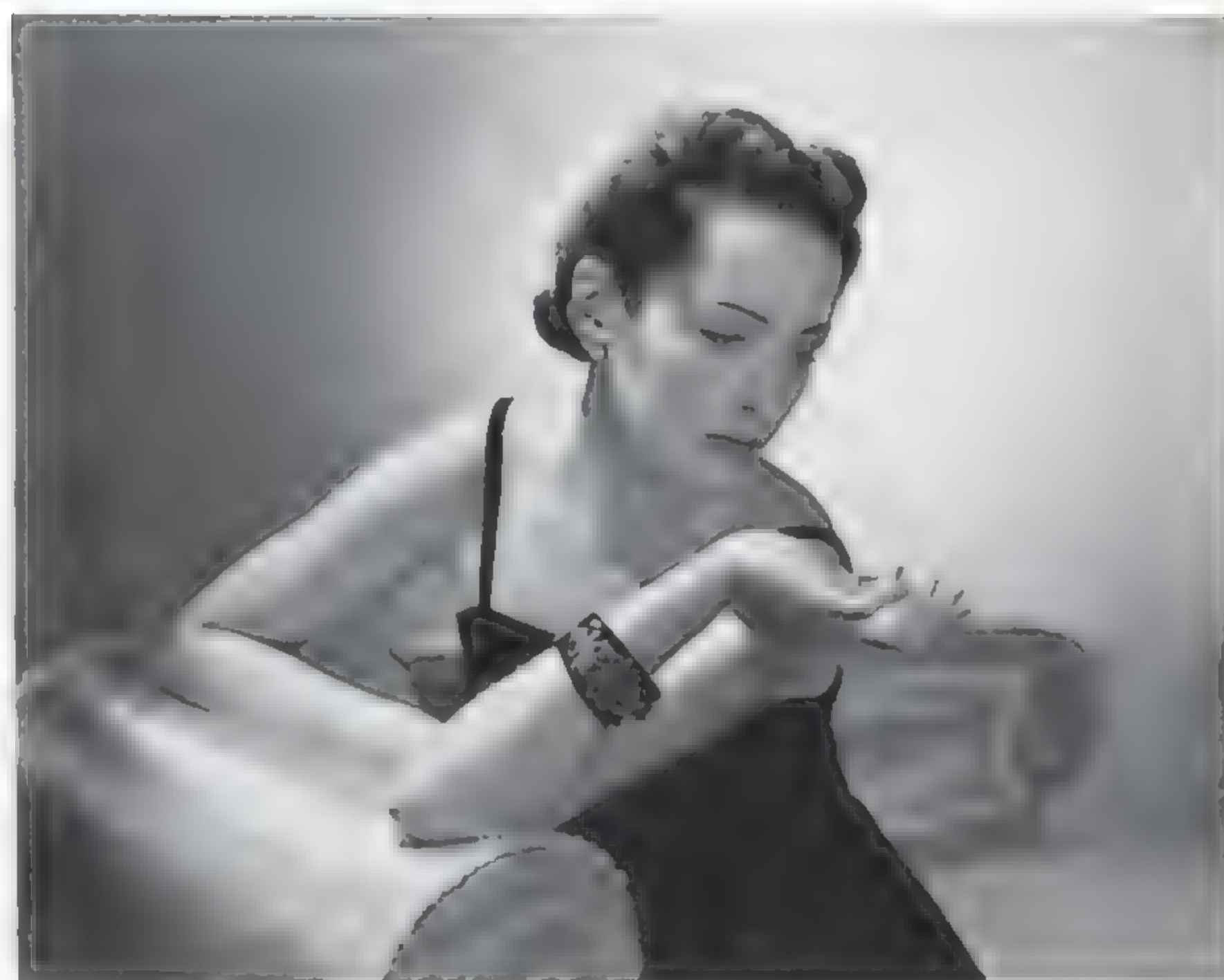
YOU CAN *taste* THE DIFFERENCE!

There really is a big difference in tomato juice. Campbell's is the one with the true fresh-tomato flavor. Have you tasted it?



*America's largest-selling
tomato juice*

DISCOVERIES IN BEAUTY



The coiffure on the sleek dark lady above was created by Ivan. Swept straight up at the sides, it brings out the best of you; gives you a neat and very well-turned head on your shoulders

IN the bleakest, dreariest part of the year, the dire effects of weeks of winter grime have a way of becoming suddenly apparent on our skins. For this trying period, the famous House of 4711, suggests a super-fatted variety of soap, made from superlative ingredients and lathering to a thick, creamy foam, for thorough skin hygiene.

Every one knows that, used in conjunction with customary face creams, soap gives additional assurance of shining, healthy cleanliness. And besides all these solid, honest-to-goodness virtues, 4711 soaps are perfumed in your favourite range of fresh scents, and can be had to tone with bathroom colour schemes. You can buy these soaps in the shops wherever the blue-and-gold 4711 label is to be found, which is practically everywhere.

Every so often, you find yourself facing the emergency—minor, but desperately important—of having to look your best with no time left to do it in. You can't indulge in that brief treatment you can give yourself so successfully; you haven't even enough minutes for the masques that take a quarter of an hour.

You have time for Frances Denney's new Make-Up Mask, though. It isn't part of a treatment, but it will give a smooth freshness to your skin as a basis for your make-up. All you have to do is bathe your face with cold water, then spread the Make-Up Mask quickly over your skin while it is still moist, and let it stay on just the time it takes to brush your teeth or file your nails—even two or three minutes will do, if they must. Wash the Mask off with lots of cold water, and see the groomed, fresh look of your skin and how easily it takes powder and rouge. (Continued on page 114)



Emile of the Barbizon has created this becoming hair style for a young face. Without being extreme, it has definite line, definite charm. Dresses and jewels in both pictures from Nancy Brander

A New Cream brings to Women *the Active "Skin-Vitamin"*

*Puts into skin the
substance that helps to
make it beautiful*

A new kind of cream has been developed!

A cream that puts into women's skin the substance that especially helps to make it beautiful—the active "skin-vitamin."

For years, leading doctors have known how this "skin-vitamin" heals skin faster when applied to wounds or burns. How it heals skin infections. And also how skin may grow rough and subject to infections when there is not enough of this "skin-vitamin" in the diet.

Tested in beauty creams

Then we tested it in Pond's Creams. In animal tests, skin that had been rough and dry because of "skin-vitamin" deficiency in the diet became smooth and supple again—in only 3 weeks!

Women who had long used Pond's Cold Cream tried the new Pond's Cream with "skin-vitamin"—and found it "better than ever." They said that it gives skin a bright, clear look; that it keeps skin so much smoother.



"GIVES BETTER
COLOR. NOW MY
SKIN IS CLEARER"



Joan Belmont—NOW MRS. ELLSWORTH N. BAILEY,
DAUGHTER OF MR. AND MRS. MORGAN BELMONT

Recent tests show that exposure dries the "skin-vitamin" out of skin. Mrs. Bailey motors, shoots, rides horseback. "I am so glad to use the new Pond's Cold Cream with the 'skin-vitamin' in it. It keeps my skin finer and softer, in spite of all my sports," she says.

(left) Mrs. Bailey skeet shooting at her home in Tuxedo Park.

(center) With a friend, leaving the Plaza after luncheon.

Same jars, same labels, same price

Now the new Pond's "skin-vitamin" Cold Cream is on sale everywhere—it is in the same jars, with the same labels, at the same price. Use it the same way as before—but see how much healthier and freer of faults it makes your skin look!

This new cream brings to your skin the vitamin that especially aids in keeping skin beautiful. Not the "sunshine" vitamin. Not the orange-juice vitamin. But the active "skin-vitamin."

**SEND FOR
THE NEW CREAM!**

**TEST IT IN
9 TREATMENTS**

Pond's, Dept. 11-CO, Clinton, Conn. Rush special tube of Pond's "skin-vitamin" Cold Cream, enough for 9 treatments, with samples of 2 other Pond's "skin-vitamin" Creams and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name _____

Street _____

City _____ State _____

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A peroration on

NEW WOOLENS

Exclusively ours for exclusive You!

Perorations on the beauty and distinction of our new woolens give the affirmative side the prize! The few described below are exclusively ours for exclusive You! They're completely and charmingly immoderate in their texture interest, color triumph, and happy cooperation under the tailor's needles and pins!



French Jacquard Sheer Woolen—A new lacy-effect dress woolen. Specially dyed colors—Tea Rose, Celestial Blue, Eggshell, Foam Blue, Orchid, Canary Yellow, Leaf Green, Light Navy, Black. 54 in. wide. yd. 3.95



Imported Suiting Crepe—Very different with its soft, spongy surface in a ratiné effect. New and very exciting French colors—Pansy, Apple Green, Sand Tan, Mulberry, Angel Blue, Strawberry, Gold, Navy. 54 in. wide. yd. 4.95



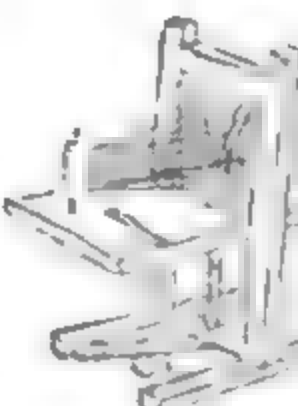
Imported French Rabbit's Wool—So sheer and fine it drapes as softly as silk. The new Spring shades will challenge you—Lobster, Char treuse, Flame Pink, Pearl Grey, Rose, Azure Blue, Navy, Black. 54 in. wide. yd. 5.50



New Scottish Woolens—Wait till you see this collection created by John Barr. The entrancing designs take on a charm that is irresistible. Stripes, broken check effects, and striking plaids may be—and should be—combined with a monotone or another mixture. 54 in. wide. yd. 8.50 to 9.50



"Faillau"—An imported worsted for your tailored suit. Mixed with a slight bit of contrast, these colors handle the Spring suit situation with considerable dispatch—Tan, Grey, Navy, Steel, Green, Blue. 54 in. wide. yd. 6.95



Hand-loomed Herringbone Tweed—Made from virgin wool in heavenly colors—Peach, Lupine, Spun Gold, French Blue, Royal Blue, Tan Dahlia, Rosewood, Heather, Navy, White, Black. 54 in. wide. yd. 4.95

Third Floor

Write for samples. Address Dept. V238



MCCUTCHEON'S

FIFTH AVENUE AT 49TH STREET • NEW YORK CITY

DISCOVERIES IN BEAUTY



ANDERSEN
This de luxe piece of beauty luggage is Richard Hudnut's Cruise Kit, so complete that it will see you around the world. Drawers for nightgown, brushes, et al.

(Continued from page 112) The Make-Up Mask has a creamy, smooth consistency that makes it as pleasant as it is simple to use. And once you have seen its effect, you'll find yourself regarding it as an essential of make-up, rather than an emergency measure, because it improves your technique so noticeably. We found something else about it, too. When you have only light make-up to remove, the Mask is an effective cleanser in and of itself and that is also a help when you are in a hurry. You will find the new Make-Up Mask in the shops throughout the country that carry Miss Denney's preparations.

You can run the gamut of individuality right down to your finger-tips nowadays. At the Antoine Salon at Saks-Fifth Avenue, Peggy Sage has a special service by which you can arrive at any colour or colours of nail polish you want. Your part in the procedure is just to concentrate on yourself, your aura, and your wardrobe, while a "colour chemist" blends your individualized polish on her little palette table. You assist her, looking artistic and suggesting, "A bit more red, please—a trifle bluer, I believe."

It's lots of fun. After the polish is applied, the formula is filed, along with the sample of the colour, with your name. Some of the shades are most exotic; for instance, one that we saw—bright magenta shot with silver, but the decision about all that is in your hands.

A new and very sound idea for make-up guidance is to harmonize your powder and lipstick shades. Few people think to do this, but, when you try it, the effect is noticeably suave and harmonious. Louis Philippe has brought out Poudre Incarnat in shades to tone with the five most popular shades of the lipstick, that lipstick so many women swear by. You just match the number—powder 400 with lipstick 400, simple as that—and your make-up will have the subtlety of complete colour harmony. The powder, blown by a modern process to exquisite fineness, goes on smoothly, and what's more, stays on. (Continued on page 116)



BAKER
Add to luxurious luggage the Peggy Sage Cruiser Set, and be equipped for any manicure contingency. Of airplane fabric, with extra bottles to fill yourself

WHAT A *Perfect* FACE POWDER SHOULD DO...

... does yours?



DOES your face powder beguile your skin into looking years younger—does it quicken your beauty under glaring lights—is it a *safe* powder to use—one that doesn't dry your skin or cause blemishes and enlarged pores? These are but a few of many superior qualities a "beauty-wise" woman demands today from her face powder.

For many years, Primrose House has created products of superior quality, for the discriminating woman. And when we designate Chiffon Powder as the "perfect powder" that beauty science has so far developed, we do not feel we are making any exaggerated claims. Let us consider why!

By a special process, every particle of *shine* has been eliminated from Chiffon Powder—it gives an enchantingly soft, flattering, SHINE-PROOF finish that clings becomingly for hours, yet never cakes, never clogs the pores or causes blackheads.

Double-Beauty for Your Skin

Chiffon Powder blends so *naturally* with your skin that it subtly hides small imperfections and makes even dull, sallow skin look clearer and more youthful. Yet its un-

surpassed fine texture protects you from that powdery, "flour-barrel" look. Pore moisture can't damage it. In 7 carefully blended shades. \$3 and \$1 the box, at the better department and drug stores.

Chiffon Cream—Famous "Twin Beautifier"

Chiffon Cleansing Cream is an entirely new type of cleansing cream that combines ALL the virtues of a liquefying and a cold cream PLUS several new ones of its own. It contains no heavy base to clog or enlarge the pores—no foreign substances to dry delicate tissues.

Chiffon Cream contains only the finest cleansing, lubricating and beautifying oils *whipped* into a marvelous fluffy base to immaculately cleanse, soften and refine. A thrilling joy to the user as it sinks deeply into the pores, loosens and gently floats up dirt and make-up. \$3, \$1.75 and \$1.

Chiffon

OTHER ULTRA-FINE PRIMROSE HOUSE PRODUCTS

Dry Skin Mixture:

Dry, flaky, thirsty skins look bewitchingly smooth and youthful after a few applications. Created especially for the fine, extra-dry skin that rebels at heavy, greasy creams. \$3.00 and \$6.00.

Smoothskin Cream:

For lubricating a young or average skin. Supplies and gives petal smoothness. \$1.00, \$1.75 and \$3.00.

Circulation Cream:

Excellent to awaken dull, lifeless skin to radiant, fresh beauty. Helps to clear away sallowness. \$1.50.

Skin Freshener:

Mild toning lotion that removes every trace of surface grease and closes the pores. 85¢ and \$2.00.

Balsam Astringent:

Valuable invigorating action tightens oily and flabby skin. \$2.00 and \$3.50.

Eye Cream:

Softens fine lines due to fatigue, laughter or eye strain. \$1.50.

Porefiner Cream:

Splendid to contract enlarged pores and help refine the skin. \$1.00.

And, of course, rouge, eye shadow and lipsticks of the usual superior Primrose House quality.

ZOTOS

At last... a more lasting permanent
ZOTOS—precision-timed by the "Guardian Eye"

Zotos, the machineless permanent, preference of smart women, now adds an amazing improvement, the "Guardian Eye," to give you a lovelier, longer lasting permanent. Tiny, light pads—called Zotos Vapets—gently bathe your hair in clean, colorless vapor. On the Vapets you now see two red discs. Each is a "Guardian Eye" which signals your operator by an amazing change of color the instant this exquisite permanent has been completed. Your wave will be deep, full-bodied, lasting. Only Zotos has this unfailing sentinel. Make your appointment today at your favorite Zotos-licensed Beauty Shop.

ZOTOS *machineless* **PERMANENT**

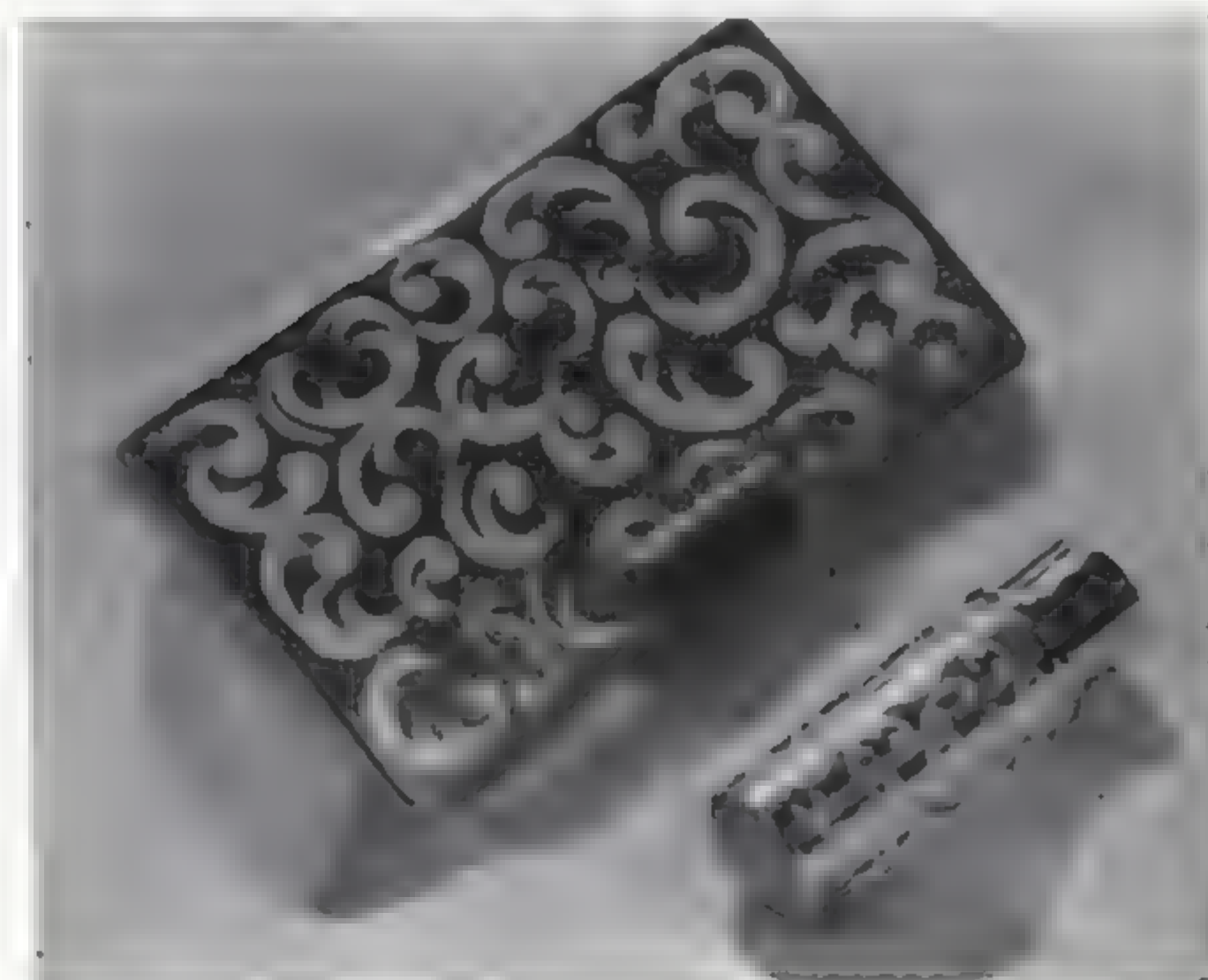
precision-timed with the GUARDIAN EYE

NO MACHINERY • NO ELECTRICITY • NO HARMFUL CHEMICALS

A HOLIDAY . . . Instead of an Ordeal

This is the remarkable Zotos Vapet or pad that gives you the ideal Zotos Permanent. Note the "Guardian Eye"... two little red discs in the "O's" in the name, Zotos. You'll actually enjoy getting a Zotos Permanent. Comfortable and mild...but definitely lasting and superbly beautiful.

DISCOVERIES IN BEAUTY



Yardley's opulent new vanity set has white plumes on a gold background and makes a decorative note emerging from your evening bag. The case holds powder, loose or compact, and rouge

(Continued from page 114) If you want to go whipping in somewhere for a quick cleansing and a make-up, we would advise you *not* to go to Grace Donohue's. They will do this for you, but their heart won't be in it. The purpose of this establishment is to give new life and vitality to your skin, and, when you emerge from a treatment, you have concrete personal evidence of what they can do in achieving these aims.

In the first place, your skin is cleaned both from outside and inside, first with a brush and "soap," that isn't a soap at all, but a cake of solidified cream of which fifteen per cent. is colloidal sulphur. Then, your face is vaporized by a process that helps the skin to eliminate the waste-matters that shouldn't be there anyway. Next, a miraculous masque is created by cream and medicated vapour that gives a chilled, clean feeling as though you were under snow. Your muscles are exercised by specially adapted currents. For deep circulation, an electric masque is used in conjunction with a hormone cream.

The next step is the Blush Cream, which is the *pièce de résistance* of the Grace Donohue preparations. This does just what it says; it makes you blush, achieving the effect by further increasing the circulation. An interesting feature of this cream is that, developed specifically for the face and neck, it only works on those areas; put it on your arm, and you don't even feel it. Also, once it has achieved its peak of stimulation, it subsides automatically, and you don't feel its tingle any longer.

The astringent that closes your pores, known as the Astringent Dermatone Lotion, has an oily ingredient that prevents it from being drying, and the milky liquid that is a base for make-up helps to keep the pores from becoming clogged.

The Grace Donohue salon is at 640 Madison Avenue in New York, but you can buy her preparations (with the exception of the "frigid mask," used only in the salon treatments) in department stores in other cities throughout the country.



Anticipate spring with the lovely delicate scent of "English Bluebells," by Floris, the English house famous for its flower fragrances. Lord and Taylor in New York; and shops in other cities

NOW—*Face Powder to Match Your Angelus Lipstick*

LOUIS PHILIPPE BRINGS PERFECT
BLENDING...PERFECT HARMONY
WITH HIS SENSATIONAL NEW...

—*Poudre Incarnat*



The smartest of powder boxes—of gold metal,
banded in Chinese red lacquer with the famous
fleur-de-lis design of Angelus Lipstick Incarnat.

*You'll quit other ways of making up
when you see what this does
for your appearance*

WITH this amazing cosmetic achievement Louis Philippe, the famous French colorist, changes all present ideas of face powder. For Poudre Incarnat is a new face powder that in color and texture overcomes the very faults women have complained of in powder.

No More Guesswork About Color

Poudre Incarnat comes in FIVE utterly new and glamorous colors. Colors that simplify the whole make-up problem—for they match exactly the tone of your skin *and* your Angelus Lipstick and Rouge. All you do to get thrilling color harmony in your make-up is to ask for this new powder by the number of your lipstick. The matching powder and lipstick have the same color numbers. For instance, No. 411 (Naturelle No. 1) in both powder and lipstick is perfect for a blonde. No. 414 (Rachelle No. 1) is ravishing for a brunette.

The exquisite texture of this powder is thrilling beyond words. It has been *triple-refined* by a special modern process that gives it the



(at the right)
Actual microscopic photograph of Poudre Incarnat before it has been triple-refined. Note the unevenness and coarseness of the texture that are the cause of unattractive make-up.

(at the left)
Triple-refined! Here is a microscopic close-up of Poudre Incarnat after the process of being triple-refined. You can see the fineness and smoothness of its texture that are so necessary to a bewitching make-up.

smoothest, finest consistency imaginable. Virtually invisible, it gives the skin a satiny dull finish and enhances the loveliness of your own rich skin tones.

No More Worry About Shiny Nose Oily-Looking Skin

Once you apply Poudre Incarnat, there it stays. You don't have to be continually dabbing on

powder, for it contains olive oil which makes the powder cling to the skin. You can be confident hours after you've put it on that you look the same . . . your nose won't be shiny or your skin oily-looking.

You'll adore the box it comes in. Truly the smartest of all powder boxes, so beautifully wrought in gold metal that it looks as though it came from a fashionable jeweler. Yet it costs surprisingly little.

Get a box today at your favorite drug or department store.

1938

COSTUME GESTURE

As easy to put on as your glove — as necessary for a smart ensemble as your gown — these new La Cross costume colors for finger-nails are being worn everywhere by the country's smartest women. For one thing, there's a new shade to give added glamour to every dress you own. For another — La Cross polishes are the finest, longest lasting — so easy to change between manicures you enjoy doing it. (La Cross new polish base, Stazon, ensures professional smoothness and lasting luster. La Cross new Glycerated Polish Remover will not dry your nails; helps keep cuticle soft when used frequently.) Ask your manicurist to apply a new La Cross costume polish. And take home several (50 cents a bottle).

VINEYARD

shown here, is the new pigeon's-blood red to dramatize black costumes.

REDDY

is Schlaparelli's shocking cerise to wear with black or purple frocks.

REDWOOD

Palm Beach approved. Plays wicked flatterer to high-shade tweeds and to your furs.

TRY THESE

Marvelous La Cross non-sticky Hand Lotion, Hand Cream, Nail Groom, Glycerated Cuticle Remover, Cuticle Oil (each 50c) and world-famed Manicure Implements. At all finer shops. La Cross, Newark, New Jersey.



La Cross
CREME NAIL POLISH

BE SMART TO YOUR FINGER-TIPS!

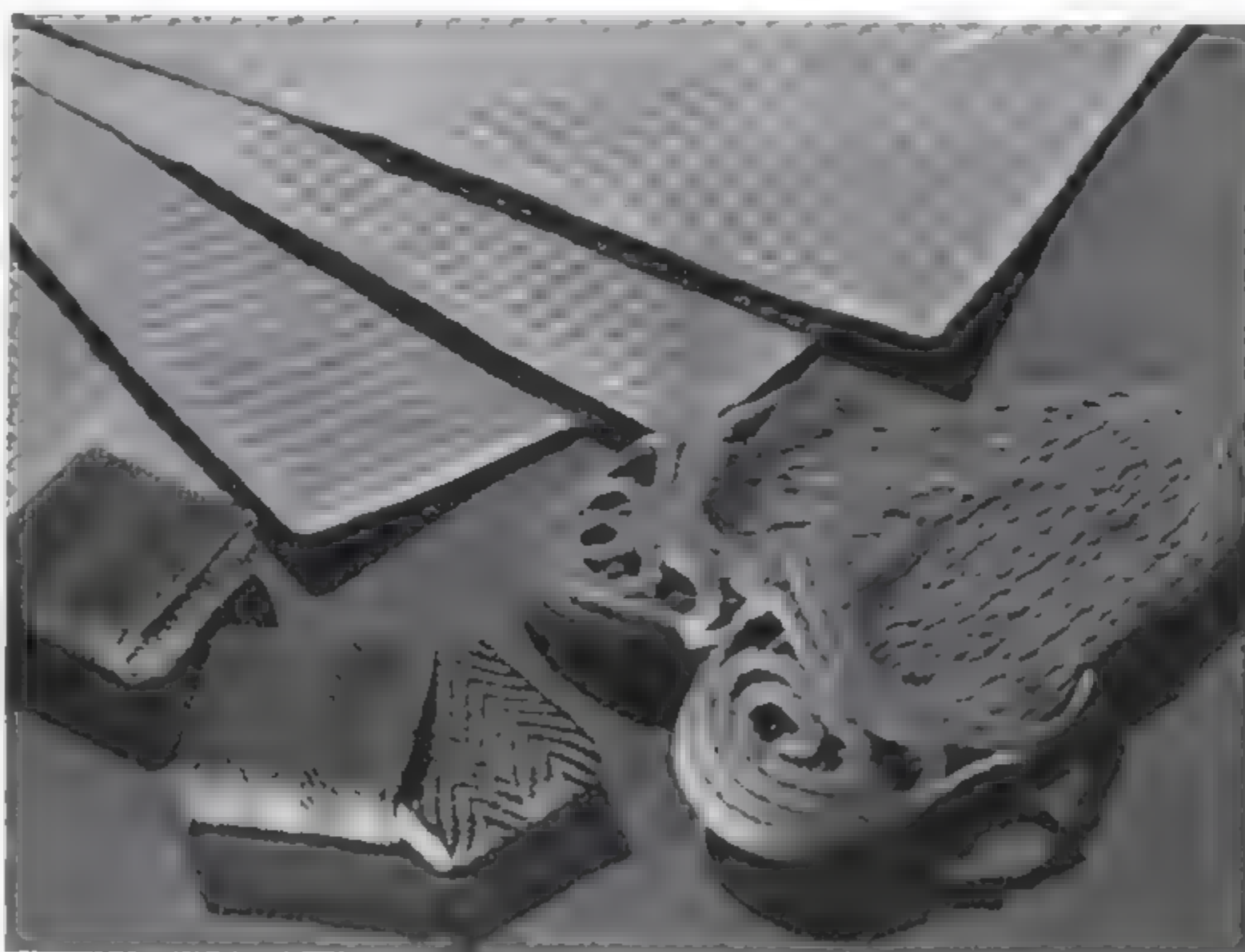
CHARM FROM CHINATOWN



Imperial fish from San Francisco's Chinatown, off-white with bright blue fin-markings. The Bowl Shop



Deep plate for gumbo or salad—the sprawling fish is pink and blue. The Bowl Shop, San Francisco



Brightly striped cigarette-cases, open-air slippers, and table-mats; all of straw. Canton Bazaar, San Francisco



Pewter fish with a green eye; polish for him in the box. Sing Chong Importing Company, San Francisco

Dreskin Coolies

by CAMPANA



FACIAL CLEANSING PADS FOR PURSE AND DRESSING TABLE

NEW...and Oh! So Useful!

• Now you can have a quick "facial"—a stimulating cleansing of your skin, wherever you are and whenever you want it. . . . These new DRESKIN COOLIES, scientifically treated with Campana's famous skin freshener, give you DRESKIN's deeper cleansing in compact-size pads—as easy to use as your powder puff. And even more important to your charm! . . . No chance for dust and grime to *settle* when you have Coolies ready for use anywhere and anytime. No need to worry about caked powder with a Coolie "facial," the perfect base for between-time powdering. . . . And best of all, you know DRESKIN COOLIES are good for your skin! They're scientifically treated with a cleanser noted for its purity as well as its effectiveness—a cleanser that's been a favorite with smart women for more than five years. . . . There's a smart Coolie compact for your purse and a matching refill humidor jar for your dressing table. Ask to see them now at your favorite drug or department store. But please remember, only Coolies—by Campana—are made with genuine DRESKIN. Always ask for them by name. 25¢ compacts—60¢ and \$1.00 jars.



Dreskin COOLIES—by The Makers of Italian Balm and Dreskin

Special Introductory Offer

Large Jar Pads	\$1.00
Compact25
	<u>\$1.25</u>

SPECIAL...98¢

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Featured by smart
stores everywhere

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our illustrated
fashion bulletins

Marinette

THE ARISTOCRAT OF KNITTED WEAR

MARINETTE • WISCONSIN

SHOP-HOUND ON NEEDLES AND PINS



WITH the fabric counters blossoming forth with so many irresistible materials, we envy the dressmakers who work with them. In fact, we want to play, too. We want to choose our own fabrics, and pick out a Vogue Design for Dressmaking, and have somebody make us a dress of our very own. There are hundreds of good little dressmakers who will work this way. The ingenious Betty Fisher, 49 West Fifty-Third Street, who has made dresses for those incredible Rockettes, knows how to add half an inch here—subtract it there.

She will make a dress from a Design for Dressmaking from about \$12. For tailored suits, many smart women rush to H. Stein, 263 West Fortieth Street. He has the prodigious patience necessary to turning out good tailoring, and will make a suit from about \$40. Ann Fay, 53 East Fifty-Fifth Street, knows no barriers when making clothes. Even a vague sketch, and she understands what you want. From about \$10.

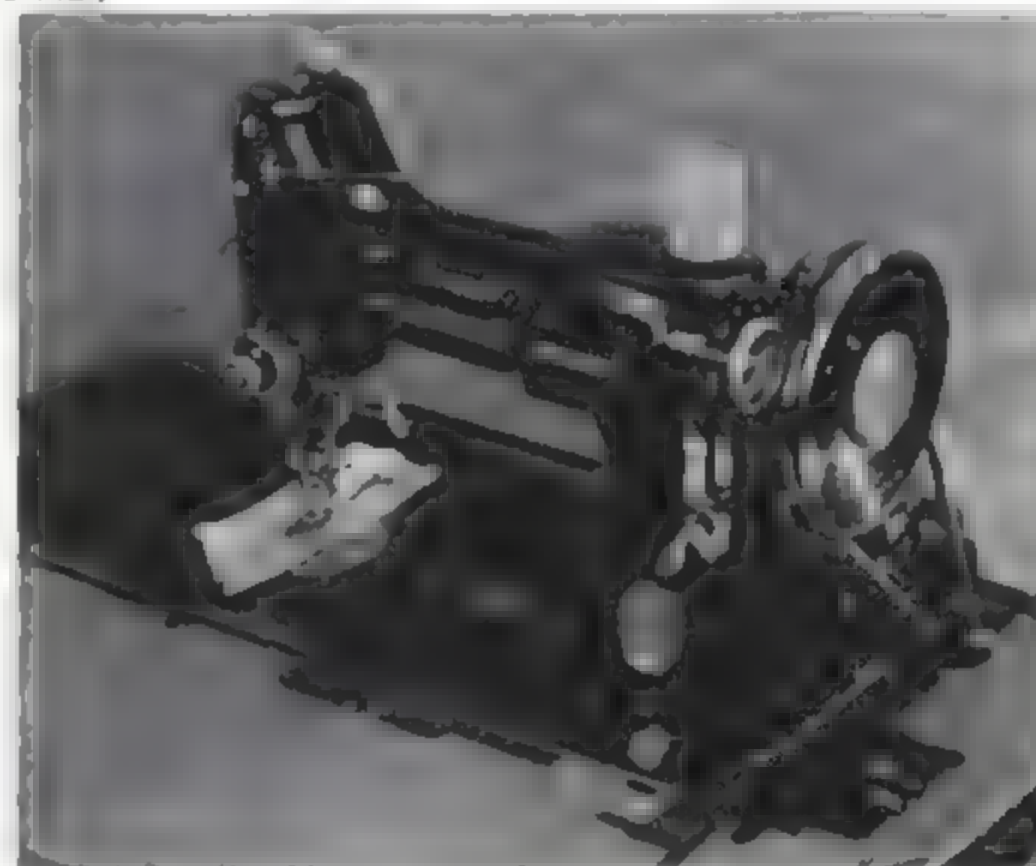
S. Semler, 514 Madison Avenue, makes Shop-Hound happy as a circus. Under the not-so-exciting name of dressmakers' supplies are exciting clips, buckles, buttons, and an endless collection of Talon fasteners in all possible lengths and colours. Semler services



include cutting down these slide fasteners to exactly the length you want and copying imported belts beautifully. This last is glad news to vain small-waisted people. If you have some idea about belts that originated in your head rather than in Paris, they will carry out your vision for you. At the right: three Talon fasteners, the baby one only four inches long, the big one long enough for a house-coat—and leather hooks and eyes.

A new high in civilization, it seems to Shop-Hound, has been attained by the Novelty Button Works, 543 Eighth Avenue. Unsuspected by most of the world, they have been working like beavers for two years, storing away samples of almost every known fabric. Now this "Swatch Service" is perfected, and they are prepared to match the material of your dresses, replacing lost buttons and frayed buckles "while you wait"—meaning while you wait about five minutes.

BAKER



The Portable Singer Sewing-Machine, shown at the left, is as trim and efficient as you'd wish, and comes all done up in its own travelling-bag, ready to take with you on a bee. The table under it is a special affair—really just a strong card-table with a removable panel,

which holds the machine in place. About \$92 for the machine; about \$17 for the folding table. This little machine, small enough to shove into a closet at a moment's notice, fits right in compactly with this, our modern life in apartments, where feverish spells of hostess-ship alternate with storms of exalted home-making and dressmaking. (Continued on page 123)



*Son Altesse
La Duchesse de Nemours*



Symbol of a Proud House of France

Her Highness Marguerite, Duchess de Nemours, is the wife of Prince Charles Philippe Bourbon-Orleans, Duke de Nemours, great-great-grandson of Louis Philippe, last king of France. He is the son of the late Duke de Vendome, and nephew of the late King Albert of Belgium.

*The House of Lenthéric has the honor of including
Her Highness among its distinguished patrons*

Lenthéric
Parfumeur

Jewels by


TRIFARI

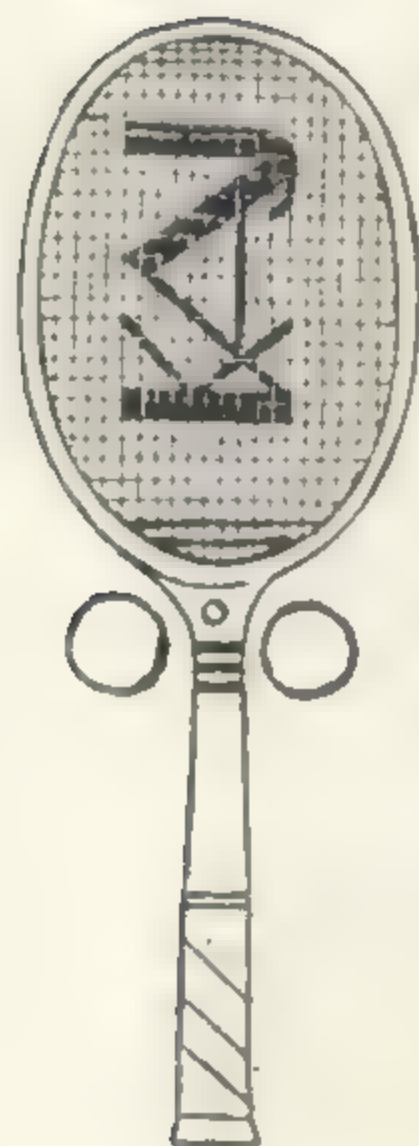
*The name that stands for leadership in distinguished designs for fashion effects,
rendered with the craftsmanship of precious pieces. At all important stores.*



PHOTOGRAPH—HENRY WAXMAN

TRIFARI, KRUSSMAN & FISHEL • 377 FIFTH AVENUE • NEW YORK

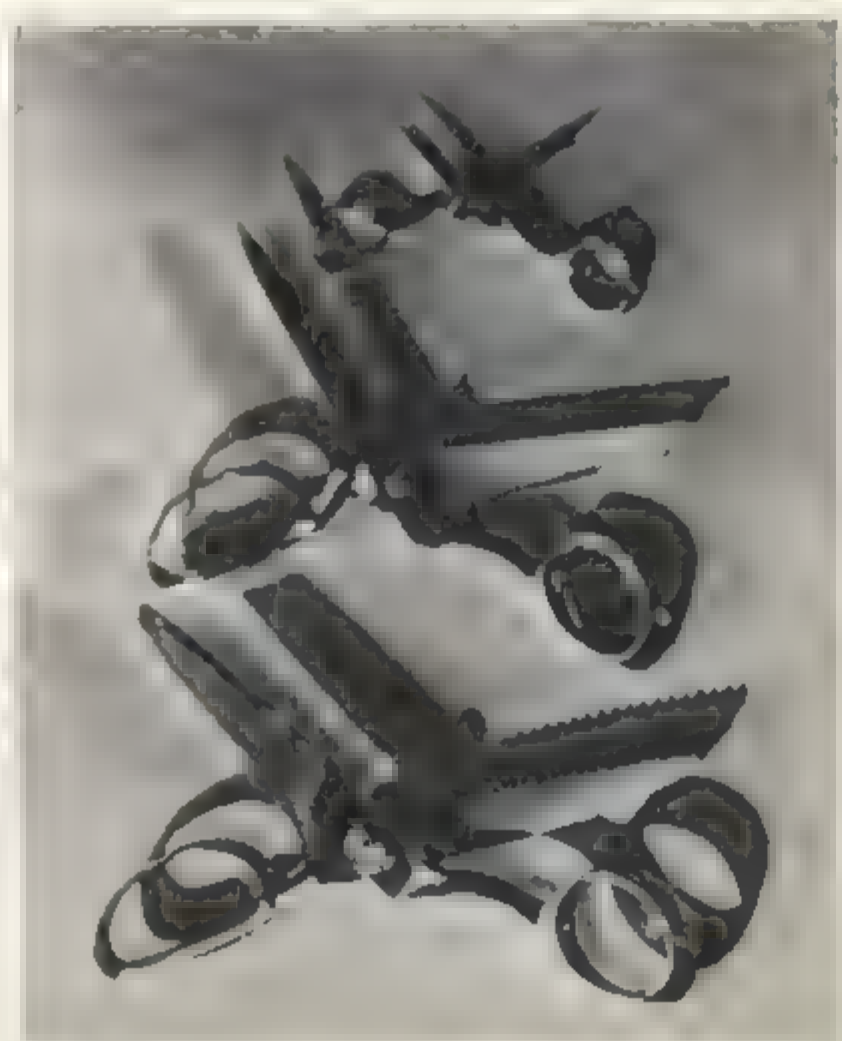
SHOP-HOUND ON NEEDLES AND PINS



(Continued from page 120) There's nothing like a monogram to give a very finished touch to a dress you make yourself. If it's a sports dress that you have just completed, you could take it to O. Greenhut, 157 East Fifty-Sixth Street, and let them incorporate your monogram in an embroidered sports insignia—tennis racket and balls, like the one on the left, or golf sticks—wherever your fancy lies. The Purple Box, 26 East Fifty-Fifth Street, known for exquisite hand-made lingerie, does the most delicate conventional monogram designs and will put them on your lingerie, blouses—anything.

Find fun, now and then, in the lining counters. At Bloomingdale's, there are glossy, brocaded linings of Crown Tested Rayon, which might make a striking house-coat, tailored just like a man's. Handsome in royal-blue and black, and less than \$1.50 a yard. Here's another idea: summer slip-covers made of old-fashioned cotton sleeve lining, striped beige-and-brown.

"Sit on a cushion," an old song ran, "and sew a fine seam." For cutting a clean seam to-day, call to your aid Wiss shears. At the right, casting their shadows toward new finery for you—the Big Three of sewing indispensables. Top to bottom: Wiss small embroidery scissors, about \$1.25; bent trimmers, about \$1.90; and pinking shears, about \$5. You can buy them at Stern Brothers.



Don't bemoan the fact that you haven't inherited any hooked rugs. The Art Needlework Department at Macy's is ready to launch you on a career of rug-making, and even a stitch out of place, in your early efforts, will add to that hand-made look. This is the Pilgrim Method, very simple and efficient, with many fine patterns and interesting, gay yarns, and helpful instruction.

When you go around muttering, "Rush, rush, rush, and where does it get you?"—that sort of thing, we know what to do about it. You can go to Wanamaker's Needlework Department, and make a lamp-shade. An instructor there keeps a sharp eye on your stitches and keeps you up to very lofty standards. But she doesn't interfere with your creative urge—lets you pick any style of frame and material, from a large selection, or cover your old lamp-shade. Aside from a pleasing sense of noble worth, you get a new shade. Hint: Paris likes shades of sheer white wools.

BAKER



point chair-seat all by yourself, you can buy it half-made. Or choose some of the beautiful finished hand-work for sale in the store. Just above, a dark crinkle-crêpe bedspread, embellished by a big white satin monogram made by Hadley workers with loving care. About \$6, single-bed size. Sara Hadley also delights in initialing trousseau lingerie, linens, et al.

At Sara Hadley's shop, 11 East Fifty-Fourth Street, you learn how to quilt, knit, embroider, crochet, make laces—all sorts of useful things. They make it easy for you with diagrams, patterns, patience, and materials. If you are too busy or chicken-hearted to tackle a petit-

A BEAUTY IN ACTION



Designed for women to whom tennis is an art as well as a game, these Wimbledon shorts are tailored as perfectly as a town suit. An exclusive style we offer with pride.

The longer length is becoming, suggestive of a skirt, but offering a free stride for activity. A wool polo shirt has been designed by Allen, Solly & Company of London—light as a whisper in texture, cunningly nipped in at the waist to hold it snugly.

Such a costume is in the tradition of the House of Smith, where the gesture of skill is lent always to the fulfilment of taste. And where the finest of importations have the added attraction of notably moderate cost.

H.A. & E. Smith Ltd
FIVE SHOPS IN
BERMUDA
(EST. 1889)

COATS • SPORTSWEAR • BRAEMAR SWEATERS • PERFUMES
British Apparel of All Sorts for Men and Women



Ernest, Butler to
MR. HOWARD CHANDLER CHRISTY

says: "EVERYONE AGREES ON
 THIS AFTER-DINNER CUSTOM"

After Coffee . . . a
BENEDICTINE*

*TRADEMARK REG. U. S. PAT. OFF.

You know that there is only one genuine Mona Lisa. But do you know that, in all the world, there is only *one* Bénédictine?

Today the only Bénédictine in the world is made according to its original secret formula at Fécamp, France, where it was created—

more than 400 years ago.

Tonight enjoy Bénédictine's subtle flavour . . . learn why, every night, thousands say, "After coffee . . . a Bénédictine." Pour into liqueur glass . . . sip slowly.

Also try a "B and B"—one-half Bénédictine, one-half Cognac Brandy.

D.O.M

Julius Wile Sons
 & Co., Inc.
 New York
 Sole U. S. Agents



86° PROOF



BUILT AROUND THE SUN



Here are more views of Mr. and Mrs. G. Huntington Hartford's Palm Beach house, shown on pages 106 and 107. The patio is paved with coral stone. Beyond it is the swimming-pool



The dining-room repeats the living-room's colour scheme: a beige rug and pine furniture, white walls and curtains of painted muslin, and pale blue sash curtains of heavy faille

GOTTSCHE



To give the water a translucent quality, the inside of the swimming-pool is painted a clear light blue. At either side of the pavilion's open loggia, there are spacious dressing-rooms



• Tea-time concert in the Great Hall on the swift Lloyd express EUROPA, sketched by Wallace Morgan.



Neuschwanstein Castle

TO EUROPE



ON SHIPS THAT COMPOSE THE OVERTURE ... TO THE MELODY OF LIFE ABROAD

"Your Trip to Europe— Questions and Answers"

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• The Lloyd swift expresses BREMEN . . . EUROPA to Cherbourg, Southampton and Bremen; with the COLUMBUS adding Ireland. . . . The Hapag "Famous Four", NEW YORK, HAMBURG, DEUTSCHLAND, HANSA every Wednesday Midnight to Cherbourg, Southampton and Hamburg . . . frequently adding Ireland . . . The leisurely, low-rate ships, the Hapag Motorship ST. LOUIS, and the Lloyd Steamer BERLIN.



JUNIOR JOTTINGS by Dortha Hale

"'BE YOURSELF' . . . I tell my smart Junior friends . . . I think it's so important to be an individual and not follow the crowd . . . to dare to dress differently . . . to wear clothes that express YOU and nobody else . . . that's just the sort of dresses I've designed to perk you up these in-betweenish months . . . FRANKLIN SIMON'S in New York has them, and so have the smartest shops everywhere . . . priced for young budgets, under \$20. If you have a special fashion problem, I'll do my best to solve it . . . just drop me a line, won't you?"

Dortha Hale

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DORTHEA HALE FASHIONS

260 FIFTH AVENUE

NEW YORK CITY

PRETTY PARTIES IN PARIS



Calla-lilies in silver urns on the table at the pretty party of the Paul-Louis Weillers

(Continued from page 90) At the Théâtre de Dix-Heures, one night, Madame Martinez de Hoz wore a new kind of hat—undoubtedly from Reboux, since she always goes there. A red-and-black printed bandanna was tied around her head, and some of the red flowers were cut out, stiffened, and wired so that they made a crown—very Gauguinesque. The other day, the Duchess of Windsor was wearing Cartier's bunch of coral fuchsias, like a bunch of grapes, with emerald and pearl stamens. All over Paris, one sees the green, white, and red colour scheme in jewellery—diamonds, emeralds, and rubies. And one of the smartest jewels worn in Paris is a set of four or more small diamond clips, usually flower-shaped, used as buttons down the front of a black dress or bordering the neck-line. And some fine day, a woman is going to carry in her sports coat one of the *minaudières* made for men by Van Cleef and Arpels. They contain lighter, pencil, note-book, compartment for cigarettes, and place for driving licence.

Since the Mittersill Club has come into existence, the idea seems to be taking on everywhere. Now, the famous Malcontenta, the Palladio villa of Bertie Landsberg, outside of Venice, is being turned into a club, also—a club for summer sports and country life. Formerly, it was difficult to get to, but now that the new autostrade runs into the heart of Venice, it is only forty minutes from the Lido Beach.

JOHN MCMULLIN



At Mrs. Banner Bloomingdale's party at the Crillon, all the decorations were in red, green, and white



Lanvin

SPONSORS THE NEW CUTEX

Clover



6 NEW SHADES TO CHOOSE FROM

HEATHER: A deep, smoky rose, with a hint of purple in it, for your navy, beige or gray suits.

LAUREL: Ashes of roses, a subtle grayed pink. Lovely with spring pastels, gray, beige.

CLOVER: Deep, luscious red—goes beautifully with everything except orange tones.

THISTLE: Rust and Rose have met and mingled. Perfect with gray, green, rust, brown.

TULIP: A fresh, true crimson. Stunning with black, gray, blue, bright green, fuchsia, yellow.

ROBIN RED: True red, subdued in intensity. It really goes with everything.

Also Rose, Old Rose, Rust, Light Rust, Natural, Colorless and Burgundy.

"Wear it with Beige, Navy, Gray, Greens," she says

WITH her incomparable flair for the elegant, the softly feminine, Lanvin, famous Paris dressmaker, sponsors the new Cutex CLOVER, to wear with her newest and loveliest Spring frocks.

She has a sure feeling for harmony. So you may be quite certain that Cutex CLOVER will complete your next season's costumes suavely, excitingly, exquisitely.

New . . . Intriguing . . . Versatile . . .

Cutex CLOVER is a new smoky, winy red, deep enough for sophisticates, soft enough for Spring and blondes. Lanvin says: "It's keyed high enough to climax the drama of

my evening gowns, yet it's not too spectacular for my tailored day clothes."

Try it and see how soul satisfyingly Cutex CLOVER points up the season's Big Four in costume colors . . . the important new rosy beiges, grays and greens, perennial navy.

"In fact, except for orange," says Madame Lanvin, "wear CLOVER with any color at all!" Be one of the first to greet the Spring with Cutex CLOVER sponsored by Lanvin!

Remember, like all Cutex colors, CLOVER won't fade, chip, peel. It goes on like a dream! And it wears and wears and wears! Ask to see the whole Cutex color family! Only 35¢ a bottle at any shop.

NORTHAM WARREN, New York, Montreal, London, Paris



Go to your BEAUTY SHOP

What a good dress designer can do for your figure, a professional manicurist can do for your fingers. Any shop displaying this sign will give you an Authorized Cutex Manicure.

NEW SPRING FROCKS by

Ann Sutton

In Sutton Prints by Cohama

Wear Ann Suttons, the faultlessly tailored frocks that smart women the country over acclaim for spring.

Styled in a modern miracle fabric woven of imported Snia spun rayon with that sophisticated linen-look. Wrinkle resistant—Ivory washable—

Weather sealed with Impregnole which means they're moisture, and spot and perspiration resistant.

You'll buy them by the armfuls at only \$4.00



36 to 44



12 to 20



12 to 20

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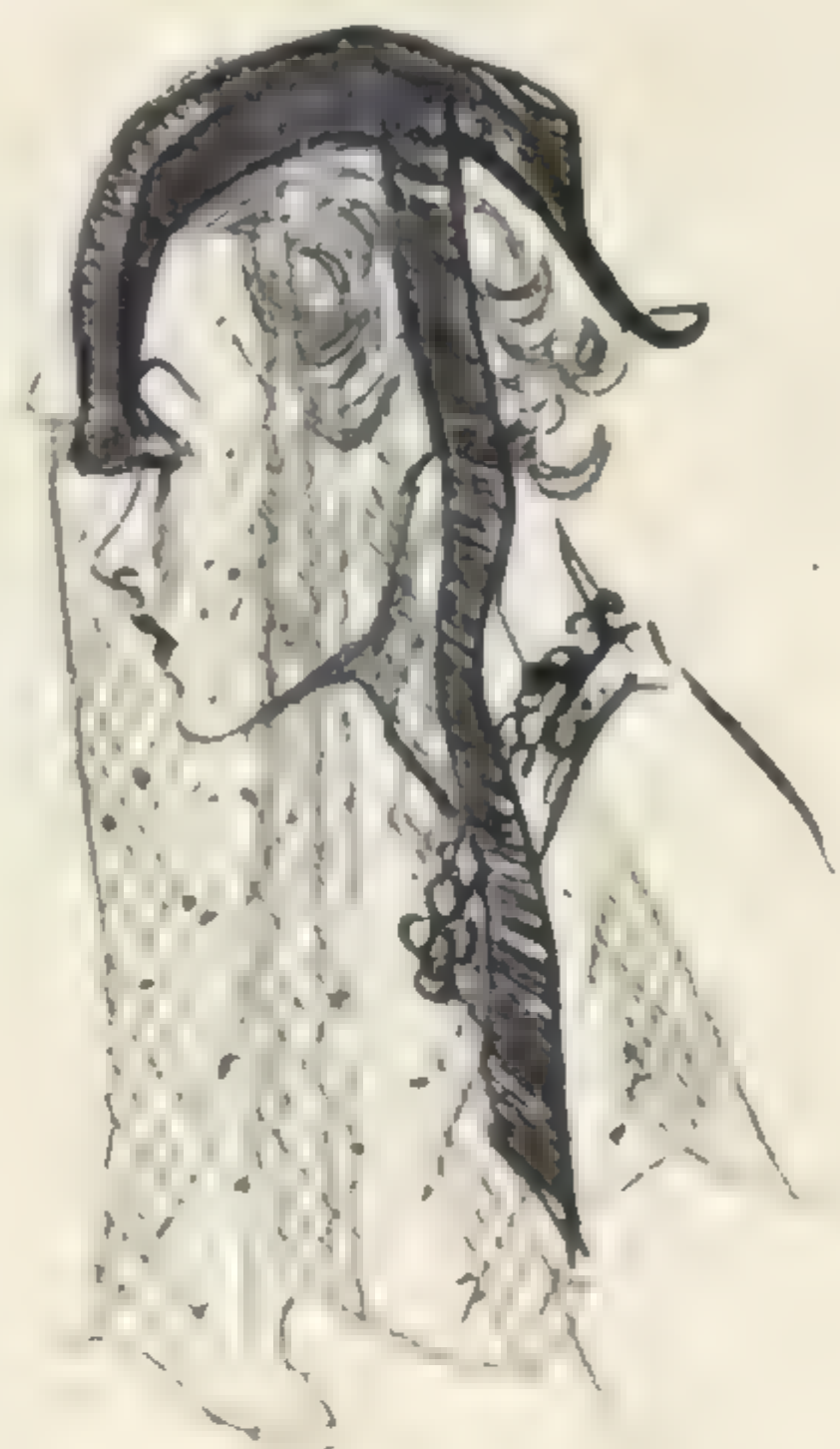
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ANN SUTTON • 1372 Broadway, • New York

TO TURN YOUR HEAD

NEW YORK, like Paris, has its milliners who create gay, mad, alluring hats. These clever women go to Paris constantly, are steeped in French tradition and métier. In their New York salons, under their deft fingers, new forms take shape and flower into beauty—often right on your own head and along exactly the right lines for your face. In other words, the joy of having hats made to order, as in Paris, is yours right at home.



Above: Tricorne dip to the brim; shower of veiling over the face; flutter of grosgrain streamers at either side. Sapphire-blue jersey faces the black Milan. Rose Sapphire



Left: Afternoon fantasy of chiffon handkerchiefs and flowers, in Turkish-delight shades of rose. "Marco Polo's Turban," designed by Helen Liebert, at La Mode Chez Tappé

Below, left: Nicole de Paris calls this hat of spongy straw "Cocher de Fiacre." A bright blue veil tips the nose, ties high at the back, to emphasize the dashing line



Below: Balance a blue hyacinth on your brow, looking caught up, like a butterfly, in yards of crisp brown veiling tied under the chin. Brown felt sailor; from Madame Pauline



TOP FORM FOR SPRING



Above: A beret smashes the traditions of its kind, and shoots skyward. Black grosgrain, beautifully draped, bound to the head by a rose bandeau. At Jean King

Left, above: A red felt sailor, saucy behind its misty veil, flutters broad black grosgrain ribbons when you go walking. Designed by Janet-Fifth Avenue



Left: A lofty, well-turned bowl of a hat, to carry proudly on your head. Of rose-coloured straw, with navy-blue grosgrain—important combination. Rilla Marie



Above: A red quill, like a tongue of flame, darts up the side of Fanny and Hilda's pill-box beret, with a bumper edge. Order it in suede or grosgrain, in French-blue



Left: Rose-coloured velvet ribbon binds this chiffon-straw muffin-beret to the head; ends in a frivolous flutter of bows behind the ear. Wolfred hat by Rose Amado

IDEALIZED

by

FrenchMold



As the artist idealizes his model, concealing all defects, so does FrenchMold magic away too-generous curves, to disclose the ideal loveliness which is really you. FLEXEES* Bias Controls slim you from the waist downward... their inimitable bra top gives you the high classic bosom sculptors love to model... imported hand-loomed elastic combines firmness with freedom. Ask for FrenchMold... *grande dame* of the FLEXEES family... at your favorite store. FLEXEES, New York City.

* Patented by Flexees

THE WORLD'S LOVELIEST FOUNDATIONS

How to win against SKIN TROUBLE

**IF YOU HAVE ANY OF THESE
COMPLAINTS, DON'T DELAY
BUT START NOW TO FIGHT
THEM WITH A PENETRATING
FACE CREAM**

BLACKHEADS?

YES..... NO.....

These hateful little specks hide in the corners of your nose and chin, and don't show their faces until they have deep roots. Even one blackhead may prove your present cleansing method fails in these corners. To see how quickly blackheads yield to a penetrating cream, send the coupon below to Lady Esther, today.

DRY SKIN?

YES..... NO.....

Move the muscles of your face. Does the skin seem tight? Can you see any little scales on the surface of your skin? These are symptoms of DRY skin. A dry skin is brittle; it creases into lines quickly. If your skin is dry now, then let me show you how quickly you can help it.

COARSE PORES?

YES..... NO.....

Your pores should be invisible to the naked eye. When they begin to show up like little holes in a pincushion, it is proof that they are clogged with waxy waste matter. When your skin is cleansed with a penetrating cream, you will rejoice to see the texture of your skin become finer, soft and smooth.

OILY SKIN?

YES..... NO.....

Does your skin always seem a little greasy? Does it look moist? If this is your trouble, then be careful not to apply heavy, greasy, sticky mixtures. Send the coupon below to Lady Esther and find how quickly an oily skin responds to a penetrating cream.

TINY LINES?

YES..... NO.....

Can you see faint lines at the corners of your eyes or mouth? If your skin is dry, then these little lines begin to take deep roots. Before you know it they have become deep wrinkles. The coupon below brings you my directions for smoothing out these little lines *before* they grow into wrinkles.

DINGY COLOR?

YES..... NO.....

If your general health is good, then your skin should have a clear, healthy color. Very often the dingy, foggy tone is caused by clogged pores. If you want to see an amazing difference—a clearer, lighter, fresher looking skin, then let me send you, FREE, a tube of my penetrating cream.

Have you a lucky penny?

Here's how a penny postcard will bring you luck. It will bring you FREE and postpaid a generous tube of Lady Esther Four Purpose Face Cream, and all ten shades of Lady Esther Face Powder.

(You can paste this on a penny postcard)

Lady Esther, 7124 West 65th Street, Chicago, Ill.

Dear Madam: I would like your directions for (check)

Blackheads..... Dry Skin..... Oily Skin.....

Coarse Pores..... Tiny Lines..... Poor Color.....

Please send me a tube of Lady Esther Four Purpose Face Cream, and ten shades of Lady Esther Face Powder, FREE and postpaid.

Name..... Address.....

City..... State.....

(If you live in Canada, write Lady Esther, Toronto, Ont.)

(39)

GROUND'S FOR MARRIAGE

(Continued from page 70) may be at heart much more in love with their wives than those who are true by rote and resent it. The idea that the amused eye and the responsive heart can disrupt any granite hearthstone is an American phobia that I am unable to take seriously. It results in that heavy, possessive manner in public, eyes searching the room for evidence, sharp reprimands—all very unattractive. I prefer a man who knows how to be charming to women and includes me.

Men who appreciate and are attracted by women can, by the same rule, be more appreciative of and more attracted by their wives. When men are not appreciative of women, the chances are that they married to have a home and found a family—noble enough—, but not a completely gay picture for the wife. When a husband is true and disinterested, a wife becomes an unavoidable liability. Everything, even a philandering husband, has some compensation. Think how attentive and gallant a man is to his wife when he has a small weight on his conscience!

The second group of husband attributes is not a list on whose relative importance every woman will agree. Some of them may seem unessential, but nothing is unessential, between a man and woman under one roof. Victorian decline, hysteria, insomnia, sudden rages—jitters, tears, fainting spells, or trips to Europe—may be caused by any number of things your husband lacks, depending on their importance to you and your own temperament.

These following qualities are listed with comments on their importance to me. Your estimate for your future happiness may be entirely different.

An Achilles heel } Important to me because I can
Sensitivity to flattery } use them to my advantage

Intelligence }
Charm—*Sympatico* }Most necessary to me
Enthusiasm and gaiety }
Broad interest }

Sense of humour }I object to the importance which
is attached to this in America.
Too often flippancy and nonsense
are translated as humour

A good provider }Out of fashion

Fondness of home }I consider this a wife's responsibility.
If he is fond of you, he can be made
to be fond of his home

Fondness for children }Indicates a good heart
and animals }

Generosity }Never any one yet who doesn't
applaud this quality

Older }A matter of taste—some women like
protectiveness. Women with a develop-
ed mother-instinct like the younger
men.

Attractive friends }Goes without explanation

Congenial interests }Marriage less of an effort if you
like the same things

Careful grooming }An essential to me because I am sensi-
tive to appearance as a sign of refine-
ment.

Being a good provider is the most universally accepted essential. Through all to-day's turmoil, no woman has ever complained about unlimited means. However, the mode has changed. As a man said recently when he was about to marry: "There's to be none of this nonsense about my supporting her." Ten years ago, a man would have been booed for this. Women have not only accepted this bit of male propaganda, but seem to relish it. Many men have taken the (Continued on page 137)

CLEANED FROM GUMP'S



COLLECTORS all across the country know Gump's in San Francisco—know its superb taste in both modern and Oriental art. You could spend weeks among Hawaiian furniture, Chinese fabrics, sculpture, and rare jade. You can find excellent clothes, too: some completely Oriental, others Eastern in all but material. Have tea-gowns or pyjamas custom-made in silks, brocades, or cottons. Or walk out in a shantung sports dress with twisted fabric buttons.

- Photographed above is a custom-made house-coat of natural-coloured shantung, boldly printed with huge red flying-fish. Tying simply in front, the back has the fullness of deep pleats. Wear it over bright red shantung slacks
- The printed cotton pyjama below is one of Gump's engaging bargains—coolie coat and slacks, in apple-green and natural. With it: a flat Chinese straw hat and square wooden shoes with green velvet straps to slip between your toes



TONI FRISSELL

A
LeVine
ORIGINALE

SPRING
PAUSES
IN *Admiration...*

...of this new LeVine exclusive! A frock to whisk you out of winter's drab mood. Made of Supersheer Rayon Crepe in navy only... heavily embroidered in white... provocative short bolero with detachable lapels of white pique...double sash of green crepe. Shown by 800 smart specialty shops...exclusive to one store in each city. Sizes 10 to 20—\$22.95.

If not available at your favorite shop write
LOUIS LEVINE & SONS • CINCINNATI

First... THE FIGURE MOULDING Garment



A lovely new Foundette your skin will love to touch! Lastex tissue-net lined with peach Lastex tissue-net gives a flattering moiré effect plus double control you wouldn't believe possible from such sheer fragility. Ask to see this thrilling new Foundette, Style 409

● But of all dress accessories, the most basic . . . the most completely flattering, is your Foundette by Munsingwear! There's hip slimming, there's diaphragm flattening in its firm but oh-so-comfy two-way stretch. There's superb uplift in the new miracle bandeau. Luscious to look at, delightful to wear . . . Foundettes by Munsingwear come in girdles, pantie-girdles, full-length foundations and separate marvels of bandeaux.

Foundettes

BY MUNSINGWEAR

UP THROUGH

AGAIN and again, while casting about for new ideas, we are brought face to face with the past, and our dreams of originality are crushed—though only for the moment. Recently, we found a charming old book and learned, growing more and more impressed, that it was the *Catalogue Illustré des Coiffures Exposées par l'Académie Ecole Française*—compiled by that noble institution in nineteen-hundred and covering the high fashions “de Henri II. jusqu' à nos jours”—the then very latest news from Paris.



Pluck the roses, soften the curls, and retain the romantic quality. This is what G. Jean has done so successfully



Edmond, Queen Marie's Beautician, sweeps the hair in high spiral curls. A coiffure to cap your climactic entrance



Wheat from the country—style from the town: fashioned by Leonce for those who like to let down their back hair

THE YEARS

Displaying our find to some of the smart New York hair-dressers, we discovered that several of them already possessed and prized our book, and were charmed with the suggestion of creating contemporary coiffures based on the illustrious visions in the *Catalogue Illustré*. Here are reproductions of the old prints of their choice, each with its modern version beside it. Despite simplification, these coiffures all retain something of the grand manner of those other gracious and gala-days when life was gay and hair was high.



Louis Parme tames the curls at the sides into smooth rolls, tops them off in great style with an arrogant wavy crest



Piled high on the head and curled all over, this coiffure by Bernord Az Guro hints of both sophistication and whimsy



The modern Camille, fragile yet agile, can waltz in this Herbert and Martha hair-dress—sleek but sentimental

California Sunstyles

Interpreted in
**Walt Disney
SYMPHONY
PRINTS***



Sun-back dress with bolero. The "Don Donald" background is executed in five colors with choice of sky-blue or tan predominating. Hand-printed on imported linen...trimmed with suede. \$19.95



We've invoked the magic of Walt Disney's artistry to bring color and spirit and saucy naiveté into your spring wardrobe...for these

Walt Disney Symphony Prints are authentic, exclusive interpretations of the backgrounds used in the Walt Disney motion pictures. There's scamper and fun in these patterns...and they're imprinted in vivid, full-bodied hues. The prints are fashioned into clever sports frocks, Californian in their brilliance...styled to do homage to the sun.

* Copyright 1938 Kay Christy

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Bring the Sun nearer in a

NELLY DON OF ENKA RAYON

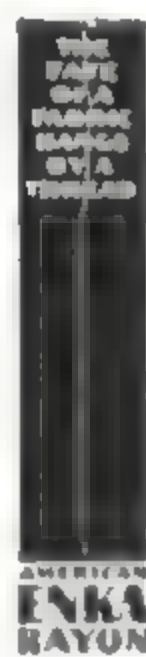


Move the calendar ahead with these Nelly Dons in Nelda Crepe...the fine washable crepe woven of Enka Rayon. Just Try One On.

• (left—#607) Garland print Nelda Crepe with a wealth of charm. The neckline can be worn either square or V. Entredoux trims the sleeves and bodice. Malibu Blue, Glamour Rose, Sprig Green. 12 to 40 . . . \$5.95

• (center—#612) Square collarless neck with Talon Fastener so you can zip into it with ease. In a Classic Dot Dobby Crepe. White grounds with Commander Blue, Gala Green, Casino Red, or Rhum Brown dot. 12 to 40. \$5.95. #615—Same style as 612 illustrated but with dark grounds for immediate wear. Black, Woodland Rust or Commander Blue with White dots. 12 to 40 . . . \$5.95

• (right—#608) For spectator sports—a Floral Stripe Nelda Crepe with polo sleeve and action room in the skirt. Novel pockets zip up center with Talon Fastener. Turquoise, Clayglo Rust, Tropez Violet. 12 to 44. \$5.95



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And 1800 other leading stores and shops throughout the country
If unable to find Nelly Dons, write Donnelly Garment Co., Kansas City, Mo., Dept. V

AMERICAN ENKA CORPORATION • 271 CHURCH STREET • NEW YORK

ELEGANT TRIFLES



Emeralds, rubies, sapphires—not real, but most convincing—make the glittering flower on Trifari's bracelet of gold-plated tube beads. Altman The pin, set with simulated rubies and diamonds, breaks into two clips. Bonwit Teller



Pink pops up again to brighten the lapel of your dark suit. Monet's pin, shaped like a sunflower, has spiky pink petals of simulated branch coral. The beaded centre, leaves, and stem are made of gold metal. Find the pin at Bonwit Teller



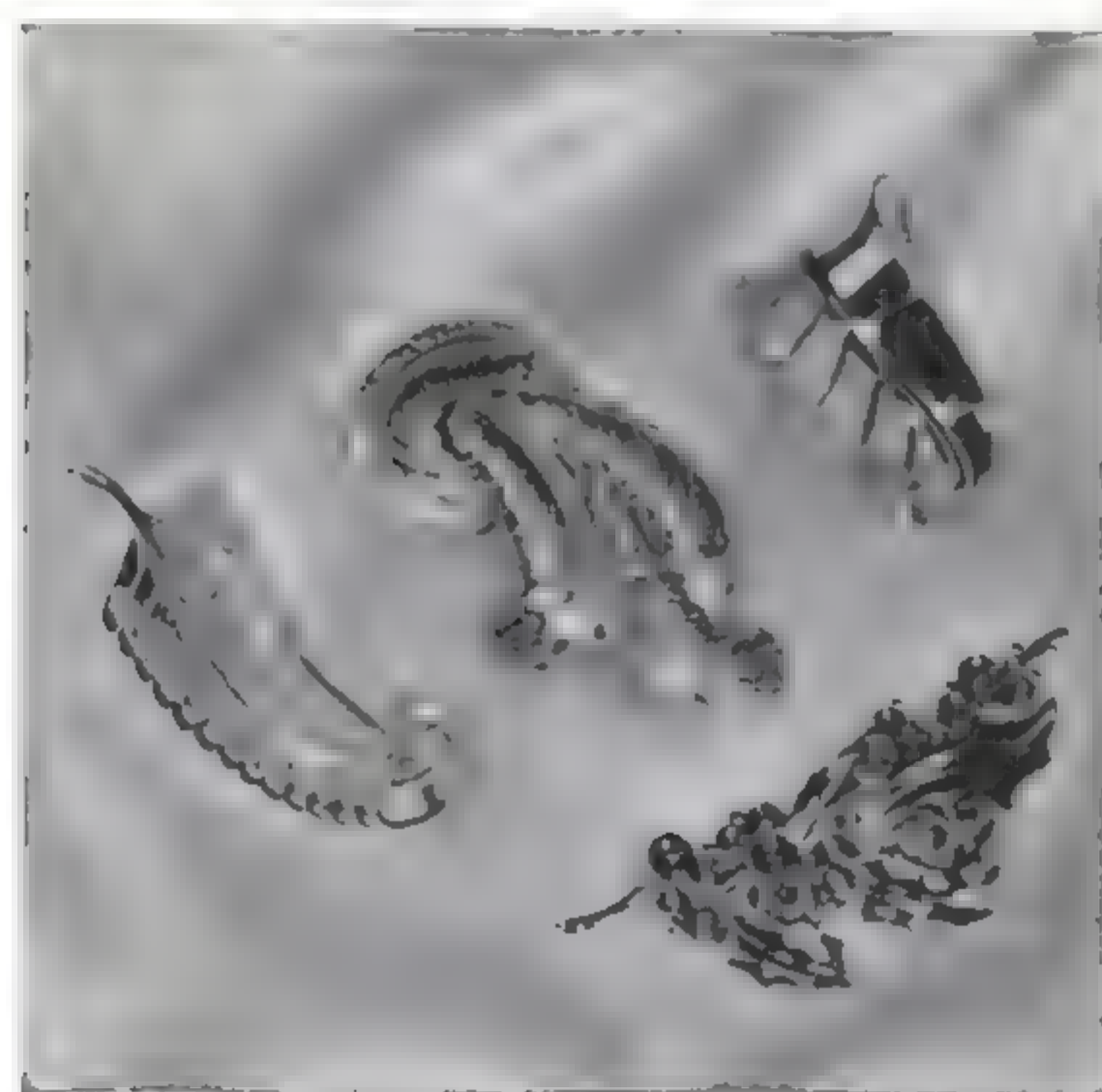
More glitter of rhinestones and gold metal, with simulated rubies adding a flash of red to Coro's flower pin. Wear it on your lapel, or, for a change, try it on your pocket. There is an identical flower on the wide band bracelet. Macy's



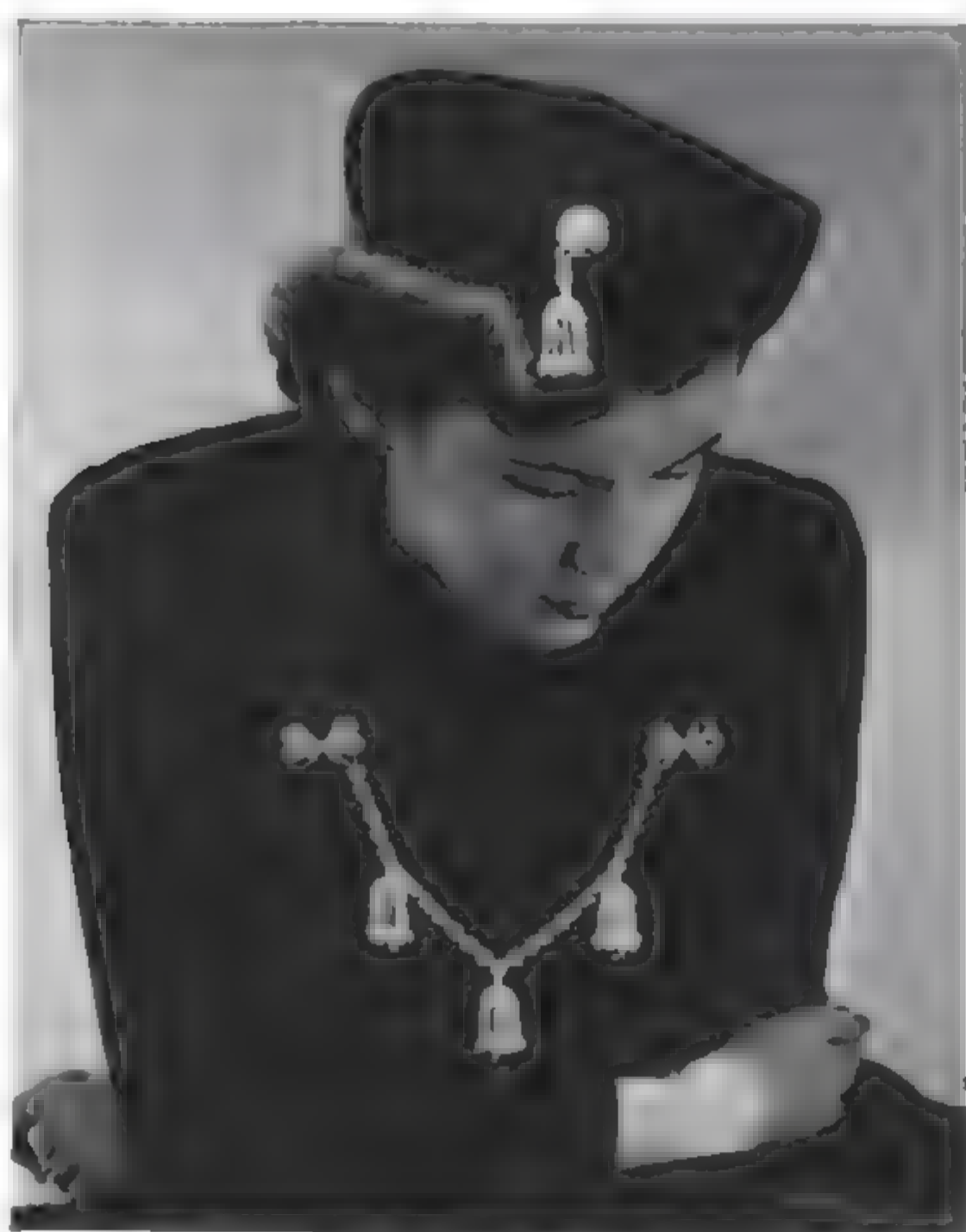
Catch up the sleeve of your dress with this circular pin of softly glowing simulated moonstones, outlined crisply with rhinestones and black enamel. Wear the link bracelet with it, too: a matching double band. These are from Bonwit Teller

BAKER

OF GOLD AND GLITTER



Fine feathers, made of plated gold: first, Trifari's quill pin with rhinestones; second, clip of curled feathers; Saks-Fifth Avenue. Top, a stiff feather pin, with rhinestones; Altman Below, a holly leaf with paste ruby berries; Lord and Taylor



An enchantingly Victorian pendant chain, made of antique gold metal. Filigree pins hold it in place; the tassels are set with simulated pearls. Wear it swung from lapel to lapel; and wear the matching hat pin with it. From Lilly Daché



To accent a black dress with pale blue and rich gold: a double chain of gold-plated links, with tiny beads, the colour of turquoise, woven in and out. And a bracelet to wind your arm elegantly. Both from Bonwit Teller



Moyen-âge magnificence in this necklace and bracelet. From Castlecliff's antique gold metal chain hang dozens of pendants, combining the deep sparkle of emeralds and rubies with the gleam of moonstones (all simulated). Bonwit Teller



Each season Kislav originates exclusive glove tones. New for Spring are Rusticotta, Beige Dust, Navy Bleu, Bisque Beige, Creme, Silvertone, Orange Gold, Sweet Lavender and Crushed Strawberry as well as Black, Brown and White. All Kislav French doeskin gloves are washable in the hottest suds that hands can stand . . . and are proof against Spring rains and Summer sun.

**NOW . . . WASHABLE VELVO KID GLOVES
BY THE MAKERS OF KISLAV**

Now you can wear all the white, light and bright kid gloves you like. Velvo French glace kid is absolutely washable. At your favorite Kislav store.

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A sight to sea

**IN OXFORD CREPE
a Celanese* rayon
and silk fabric**



*Clever, well-bred lines for fun
under Southern skies. The
'Free Action Sleeve' Dress
is an important "Sunshine
Fashion" for the 1938 season.
White, pimiento, dusty pink,
dusty blue. 12 to 20. \$22.95*

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MIAMI and MIAMI BEACH
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* Reg. U. S. Pat. Off.

COUNTRY SIDES: OUTDOORS



Mrs. Robert P. Gibb wears this beige cashmere cardigan with square shoulders, a roll collar, a turtle-neck sweater to match

(Continued from page 98) Miss Peggy Stevenson has a shooting-jacket of knitted grey wool, double thickness, with rust-coloured suède sleeves, and a stitched leather patch on the right shoulder. Mrs. Robert P. Gibb has a hip-length chamois jacket (which she wears over the two sweaters shown above, on frosty days) lined with incredibly soft unborn goat's-hair. Mrs. Byrnes MacDonald's green suède jacket is lined with fuzzy green wool.

Several smart women wear soft chamois shirts, cut like men's, in heavenly colours—pale grey-blue, dusty-pink, deep red; several wear bright-coloured suède or chamois waistcoats, with leather backs, over their sweaters.

Mrs. Carroll Carstairs has taken to cutting off the sleeves of all her sweaters very short. The soft brown sweater that Miss Phyllis Stevenson wears is also short-sleeved, with sleeves, pockets, neck-line, and hem bound in palest blue grosgrain ribbon. Miss Wendy Iglehart has her name embroidered in red at the neck-line of a white sweater with a turn-over collar. And the once-classic, inviolable Fair Isle sweaters are returning to popularity—in solid colours, with the familiar Fair Isle designs used only for borders.

From Poland, Miss Milo Gray brought a fuchsia pigskin jacket lined with shaggy black sheepskin, the seams embroidered with black cord—Polish peasants (Continued on page 141)



For beagling, Mrs. Gibb wears this checked tweed skirt, box-pleated for action, and comfortable canvas boots with leather feet

GROUNDINGS FOR MARRIAGE

(Continued from page 130) precaution to choose business women for wives and take pride in the situation. So whether being a good provider is good wife or husband material is debatable.

To me an Achilles heel is the most important quality in marriage. If a husband has at least one vulnerable spot, a clever woman is saved. It may be a good heart or sentiment for his family, or a feeling toward justice. If he has one soft spot, it can be her basis for appeal.

I think sensitivity to flattery an attribute, because it is so easy to take advantage of for your own benefit—to say in one breath “how nice you look,” and in the next, “I’d like to go to El Morocco.”

When it comes to a sense of humour, brains, and charm, you have to decide for yourself which you consider daily bread and which caviar.

For some women, a sense of enthusiasm and gaiety is vital. Others may not be able to live with a man who does not have broad contacts or the same interests, or who is not fond of his home or who does not have fascinating friends. Certainly all of these are very pleasant and helpful.

To me, it is essential for a man to be well groomed in every way. I cherish a man with a good tail-coat. It is the most distinguished outfit a man wears, and I enjoy seeing him look his best. The majority of men object to wearing tails. This intrigued me for years till I discovered the reason for this idiosyncrasy. Most men own tails that are seven years old, and consequently too small. All this leads me to feel that I prefer a man who is interested enough in his appearance to buy tail-coats frequently.

If a man dresses well, he usually appreciates a wife who dresses well. He is the man who is apt to say, “How lovely you look,” and that means so much. When you are in love, although everything seems right, this very intenseness of feeling can revert to maniacal distaste on certain minor notes. Long finger-nails, shirts bulging, crumbs on the vest, tight shoes, are bits of very important nonsense! There is, for example, the hair that is cut too seldom and too short. On one day, the man looks like an Italian painter, and on the next, like a German prisoner. You may be able to put up with dishonesty once in five years, but, if your husband uses a wrong pronunciation daily or always wears shirts that don’t fit, you may be exasperated beyond endurance.

Women are allergic to various idiosyncrasies. Some are allergic to men who always begin conversation with some pompous statement such as—“As I was saying.” Others to men who have the Grand Central Terminal complex—who ask for a table for four in a restaurant as if they were making a speech in the Senate or announcing the Buffalo Express. Others to men who are domineering with servants; to men who guide your elbow as if it were a wish-bone when you cross a street. Some dislike men who talk continually, or who giggle, or who are spoiled by their mothers, or who pick up accents, or who are smug, or who do not keep their promises, or who ask you to dance and then can’t, or who cut in on a good rhumba and go into a bad fox-trot.

Once you make a complete chart of the qualities that are not only what the world guarantees as Grade-A indispensables, but also the ones that you as an individual most require, the trick is to discover them before you marry. This is difficult. It takes a clever girl to put love aside to find out whether her adoring beau is honest, sincere, loyal, et cetera (see lists one and two) when he is adoring and she is adored and every one is on the *qui vive* and frosting is all around us.

After you have made the total and find that it comes out from seventy-five per cent. to one hundred per cent., which makes him a grand Amphitryon or a champion among men, do not let some wandering Adonis lead your thought astray. For the Adonis type, by all recent calculations—upset world, stocks, panics, wars, and all the “isms”—rates usually somewhere between ten and twenty. Which isn’t, so experts tell me, a very good risk.

“I approve this better method of sanitary protection ...it relieves uneasiness”

*Says Docteur Cauvet le Picard, leading woman
gynecologist of Paris*



DR. CAUVET LE PICARD, gynecologist of the Hôpital St. Louis and Salpêtrière, Paris

“YOU Americans are so clever in making inventions and discoveries”, says Dr. Marguerite Cauvet le Picard, gynecologist of Paris.

“These Cashay Sanitary Tampons for internal menstrual protection, for instance. They will revolutionize the method of handling an old and troublesome problem.

“I have tested Cashay on a considerable number of my patients with unqualified success. The Cashay tampon is constructed to fit without pressure on delicate nerves and muscles. And because it is sterilized after it has been wrapped in Cellophane, it is more hygienic.

“Of equal importance is the way this new method banishes worry and

doubt. Although so soft and small, Cashay is 40% more absorbent in use than the ordinary sanitary method.

“And comfort! No tell-tale bulges to ruin the line of a close-fitting gown. (French women appreciate that!) No chafing, no discomfort in walking. Belts, pins—they belong to the past. This new internally-worn sanitary tampon eliminates them all!

“Cashay is the final step to sanitary protection and comfort. It makes days that used to be difficult, normal, serene and secure.”

(Signed)

Marguerite le Picard

Sold at all drug and department stores. 35¢ for 12. Also in 10¢ boxes at leading 10¢ stores.

MAKE THIS TEST

Drop ink on a Cashay tampon. Note how quickly surgical gauze center absorbs it. Spiral winding of cotton fibres takes moisture inward.



Guaranteed by
Good Housekeeping
as absorbent tissue

Accepted for Advertising by the Journal
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Send me FREE “An Open Book
on a Hidden Subject”—the facts
about personal hygiene. ☐

Send me 1 box of 12 CASHAY.
I enclose 35¢. ☐

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SPRING TONIC



DIRECTIONS for either or both of the handknits shown here will be sent you free, upon the receipt of a self-addressed, stamped envelope. Please mention style number.

As the first spring buds unfold, blossom forth in a new hand-knit of Bernat yarn and see if you don't look and feel like a different person. It's a sure tonic for that tired feeling about winter clothes! Pictured here are the sort of handknits you'll be making for the Spring of 1938. To the left is Style No. 1093, a one-piece dress of Bernat's Dainty Blossom. Of cotton, it's cool and comfortable . . . can be washed of course. To the right is Style No. 1110, of Bernat's Florelle Yarn. You achieve the draped effect with a sash! These or any Bernat handknits are worthy of your knitting time for they hold their distinctive lines and colorings after long wear. Ask your Bernat dealer to show you the new Bernat yarns and designs for Spring. If you do not know your dealer's name, write us and we will tell you.

EMILE BERNAT & SONS COMPANY

99 BICKFORD STREET,

JAMAICA PLAIN, MASS.



BERNAT YARNS

VOGUE FINDS—



Reefer Coats



Above, left: For the not-so-far-off spring: a blue reefer—with white piqué lapels, and with news in its skirt fullness. About \$75; Bonwit Teller

Above, centre: A cabby's coat is copied in natural covert-cloth—fly-buttoned front, notched revers, shorter length, and all. About \$40; Wanamaker

Above, right: This beige woollen reefer is made slightly formal, with its flaring skirt, welted seams, and curving lapels. About \$45; Russeks

Beyond, left: Pretending to be a dress, a coat of blue Juilliard wool has a grosgrain-banded bodice and a flared skirt. About \$80; Saks-Fifth Avenue

Left: Inverted pleats below the waist give fullness to this young, belted blue coat with white grosgrain trimming. About \$90; Milgrim



Dress-Like Coats

FOUR CORNER-STONES



Full-In-Front Coats

Above, left: Eyes front—to the free fullness of box-pleats in this beige tweed coat with red suede belt and neck-band. About \$65; at Russeks

Above, centre: Narrow box-pleats run ruler-straight down the front of this blue Forstmann woollen coat. About \$65; at Saks-Fifth Avenue

Above, right: Copied from an Alix—a coat of ribbed black woollen, with a grey panel insert falling soft and full. About \$90; Milgrim

Beyond, right: Straight from the shoulder, this coat falls in easy lines, of black Forstmann wool with velvet tuxedo revers. About \$60; Russeks

Right: Comfortably chic in its looseness: a box-coat of pebbly black wool with a tuxedo collar of grosgrain. About \$50; Bonwit Teller



Easy Box-Coats

SHOPS IN OTHER CITIES
HAVE THESE MODELS



Quinley

HATS

COSMOPOLITAN CLASSICS

Offer two crowning achievements... ENVOY II, in felt, an off-face, halo type; and JAUNTY, in "Merrifelt," an unique casual with snap brim. Quinley hats are priced at four and five dollars.



ENVOY II

JAUNTY

Quinley Hats are sold by these and other leading stores:

Oppenheim Collins & Co., Inc., New York
Auerbach Co., Salt Lake City, Utah
J. Bacon & Sons Co., Louisville, Ky.
Bailey Co., Cleveland, Ohio (3 stores)
Bluestein's, Port Arthur, Texas
B'way Dept. Store, Inc., Los Angeles, Calif.
The Carl Co., Schenectady, N. Y.
The M. M. Cohn Co., Little Rock, Ark.
Columbia D. G. Co., Houston, Texas
R. E. Cox D. G. Co., Fort Worth, Texas
De Jong's, Inc., Evansville, Ind.
Frank & Seder Co., Detroit, Mich.
Gilchrist Co., Boston, Mass.
W. A. Green Co., Dallas, Texas
S. Grumbacher & Son, York, Pa.
Hale Bros. Stores, Inc., San Francisco, Calif.

Herzberg's Inc., Omaha, Neb.
Kahn's Dept. Store, Inc., Oakland, Calif.
The S. Kann Sons Co., Washington, D. C.
McMorran & Washburne, Eugene, Ore.
Mandel Bros., Inc., Chicago, Ill.
Oppenheim Collins & Co., Inc., B'klyn, N. Y.
Oppenheim Collins & Co., Inc., Buffalo, N. Y.
Oppenheim Collins & Co., Inc., Phila., Pa.
People's Store, Tacoma, Wash.
Pomeroy's, Inc., Wilkes Barre, Pa.
Rosenbaum Co., Pittsburgh, Pa.
Rothschild & Sons, Inc., Kansas City, Mo.
Rothschild's B. & M., Oklahoma City, Okla.
Al. Steiger, Inc., Springfield, Mass.
Walker's, Long Beach, Calif.
The White House, El Paso, Texas



KAY CRUISE

a Cohama Fabric of SNIA Spun Rayon
and Silk in PASSENGER PRINTS by

Kay Dunhill

Away you go with the smartest frocks of the season. Dresses that emerge from the tightest luggage looking spick and span. For Kay Dunhill has chosen a crush resistant fabric of Snia Spun Rayon that is a joy to travelers (and stay at homes, too).

In two exclusive prints. Styled a step ahead as always in the gay Mañana Mood for which Kay Dunhill is famous.

No. 711... Monotone print of hand-blocked type in two-piece dress with skirt gored all 'round. In skipper blue, wine, green and black with white. Sizes 12 to 20 .. \$7.98

No. 718... Mañana print in hand-some one-piece frock. Has stitched flared skirt. In combinations with wine, brown and skipper blue dominating. Sizes 12 to 20 .. \$7.98

SNIA Spun Rayon is made by SNIA VISCOSA, world's largest producer of rayon-staple fibre.



Kay Dunhill, inc. 1350 BROADWAY, NEW YORK

TRUE CONFESSIONS

(Continued from page 95) Every one is doing new things with eye make-up and discovering that, the more they experiment, the more illusions they can create by means of mascaras and shadows. Madame Amor Celani reduces the width of the upper part of her nose by smoothing silver-blue shadow from the inner corners of her eyes up against the nose. Ilka Chase puts the finest line of black pencil directly above the lashes to increase the effect of mascara. She finds that shadow applied on the top of the lids, just beneath the brows, helps if you want to "sink" your eyes, and colourless or white shadow has the same effect.

Miss Vivian Fairchild soaps her eyebrows so they can be brushed in different shapes. Many of the younger girls do this, and brilliantine or baneline will serve the same purpose. Mrs. Gardner Hale puts a very light touch of cream rouge just under the arch of the eyebrow to give her face a lift, and

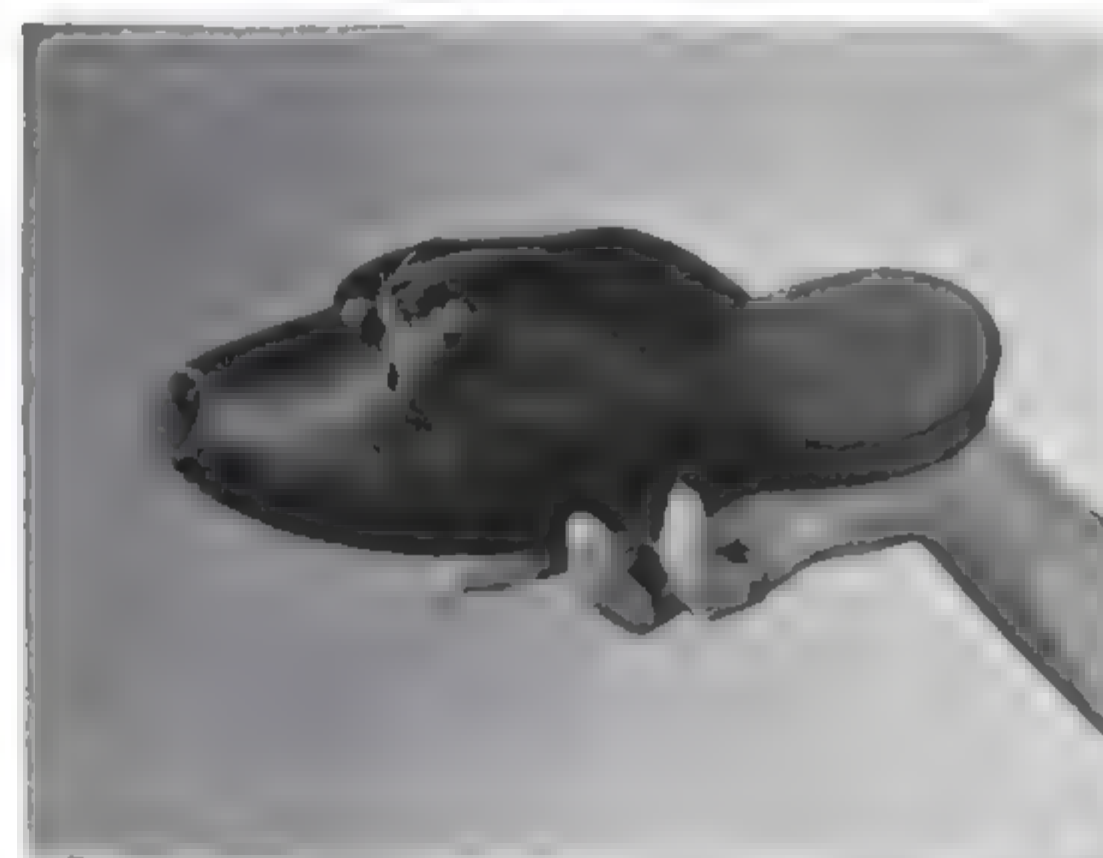
she uses an eye-wash that makes her eyes sparkle.

One of the simplest and most efficacious eye stunts is to keep a second mascara brush, and to use it just to brush the lashes while they are damp. This separates them and makes them smooth, and the mascara goes on like a dream. Wash the extra brush every day. Another school of thought, especially if you have thin lashes, is to powder the lashes lightly first, and the mascara will stick longer. If you are a blonde, with light, transparent skin, you can try the spectacular effect of smoothing a little blue or green shadow in the very centre of the lids. When you lower your lids, it looks almost as though the colour were shining through. What we like best of all is the fact that the Mexican beauties, with their sweeping lashes, always trim their eyelashes with the birth of the new moon, so they will grow long and lustrous.

WE'RE NOT GOING OUT



Mules have ceased to be a mere something to kick carelessly under the bed. This one, for example, is as pretty as any shoe. It's of Dubonnet satin with a broad instep-band and heel-strap of thick shirring



For the woman who doesn't like a heel-strap: a Dubonnet satin, flat-soled slipper to glide about in as comfortably as a Haitian native. Another current trick of the couturiers is borrowed for its new draped instep-line



You'd almost mistake this turquoise satin mule for a shoe, with its high heel, and the crisply flaring tongue to give it the high instep effect
• All three of these Daniel Green slippers are from Lord and Taylor

COUNTRY SIDES: OUTDOORS

(Continued from page 136) wear these for skiing and snowshoeing.

Another piece of Polish loot is the great sleeveless bearskin coat that Miss Patsy Rathborne brought back for a friend. Miss Esmé O'Brien wears a short green felt jacket, bound with red leather, that she got in Vienna, with a heart-shaped green leather pocket and a single carved ivory button in the shape of a stag's head. (Miss Tinkie Pell's rough white wool coat, with a sheepskin collar and huge pockets, looks like a Russian guardsman's, but it came from Vienna, too.)

Mrs. Drayton Cochran and Miss Grace Amory both golf in Fair Isle berets they got in Scotland; Mrs. Francis Winston likes a man's deer-stalker hat, slightly Sherlock Holmesian and very smart, which she wears with a corduroy skirt buttoned down the side—perfect for walking, as the burrs can't stick to it—, a man's shirt, and a loose brown cardigan. Mrs. Robert Gibb has an amusing belt-buckle made of a rare old gold coin, which she had mounted in such a way that the pigskin strap can be changed for a strap of a different colour. And Miss Wendy Iglehart wears, with sweaters, a pin made of an old silver coin.

When they go beagling, the Misses Ann and Diana Gambrell wear

moccasin-like elkskin boots, which they have made with rubber soles especially for this; many beagling-enthusiasts wear canvas gaiters, to protect their legs (and stockings) from the brambles.

Some other examples of good-looking country footgear are the New-market boots that Mrs. Morgan Belmont wears to field-trials; Miss Patsy Rathborne's English boots cut like jodhpur shoes; Miss Wendy Iglehart's Norwegian elkskin moccasins; Mrs. Robert Gibb's moccasin-like shoes, with tongues tied down with round leather bows; and Miss Beatrice Patterson's lipstick-red leather boots, which she wears, with tweeds, for walking on cold days.

For tennis on the various indoor courts around Long Island, Miss Mary Cushing wears a grey flannel divided skirt, with various sweaters, or with a man-tailored silk shirt; Mrs. Cornelius Bliss, junior, wears a white flannel skirt with thin English sweaters; Miss Wendy Iglehart wears a knitted skirt and a polo-shirt. Mrs. T. Suffern Tailer and Mrs. Drayton Cochran like knee-length flannel shorts, while Mrs. Byrnes MacDonald and Mrs. Elbridge Gerry like slacks and sweaters. Mrs. Helen Wills Moody sticks to her white tennis-dresses with very full skirts—only, in winter, they're knitted.

COUNTRY SIDES: INDOORS

(Continued from page 99) Mrs. Jack Warner, for instance, wears wine-coloured wool pyjamas with turquoise and gold pailletted embroidery on the lapels and pockets; and Mrs. Ottavio Prochet has a house-coat of wheat-coloured tweed, with a slide-fastener all the way up the front, and silver embroidery on either side of the slide-fastener. Mrs. Prochet also wears a knitted wool house-coat, buttoned to the waist, with a fluted collar and cuffs. (Mrs. Walter Chrysler has one like this.)

Mrs. Angier Biddle Duke brought back, from her round-the-world trip, some lovely blue-and-silver Indian brocade, which she had made into a little jacket to wear with black velvet trousers or a black evening dress. Mrs. Byrnes MacDonald's little brocade jacket also originated in India.

Mrs. Duke's mother, Mrs. George B. St. George, wears a sapphire-blue tea-gown of heavy silk jersey, slide-fastened down the side, with long panels trailing from the sleeves. Miss Valerie Taylor's smart jersey house-coat is also sapphire-blue; with the front and sleeves intricately shirred, and a sheath-like red-and-gold slip.

One beautiful white faille house-coat, with huge sleeves, is belted in back, embroidered in front with gold and pearls, and worn over a narrow gold lamé skirt. Mrs. Sherman Hoyt and Mrs. Verner Reed both have coats like this. Vionnet's white robe of a

strange jersey-like fabric, with a gold design running through it, is worn by the Countess Edith di Zoppola.

The blouse-and-skirt influence is spreading fast. Miss Peggy Stevenson has had a voluminous black velvet skirt made, to wear with different blouses and sweaters in the evening; Miss Hope Baldwin alternates various damask blouses with a skirt of heavy quilted satin; Miss Wendy Iglehart even pulls on a bright-coloured sweater over a black evening dress.

However, there are still many smart advocates of the feminine type of tea-gown. Mrs. George Blumenthal has a black velvet tea-gown with a slip of pleated pink chiffon—Mrs. Joseph Davies also wears one like this. Another beautiful black velvet tea-gown, with a froth of lace around the neck, is worn by Mrs. George Widener, and Miss Ethel Barrymore also has the same model.

Miss Edwina Atwell has some flat shoes of soft green suède, thin-soled and absolutely heelless. Another pair, equally flat, is of dark blue suède, lined with sheepskin and bound with upholstery tape. Miss Wendy Iglehart has two amusing belts to wear with sweaters in the evening; one of gold kid, studded with gold and silver nail-heads, and the belt she wears with that sweater-topped tea-gown on page 99—a heavy chain festooned with little round silver plaques, which she got in Chile.



our
LISLE STOCKING
"COUNTRY COUSIN"
comes to town!

\$1.15 a pair

Sheer Durene-Lisle hose in city shades of brick beige—burnt ochre. Striped or mesh.

Our "Country (lisle stocking) Cousin" turns sophisticate, is now seen at the best places from the Colony to the Iridium Room!

The "Country Cousin" has always been a social success in the smart countryside. But it's news—even to us—to find this famous lisle stocking now embarked upon an urban career. And we predict that this sheerer, finer Durene-Lisle edition—so attractive in color, so sleek and trim in appearance—will go a long way in the big city. In brick beige and burnt ochre—stripe or mesh pattern.

Mail order address—585 Fifth Ave., N.Y.

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the kind you buy in twos and threes

BLESS THE DAY that talented young Joan Ward turned her hand to the shirtfrock. For with rare skill she has made something fresh and lovely of this popular classic. Tailored with sculptural exactness, it has soft details that make even the studs look feminine. Basic in design... flattering to everyone... it looks different in every color and print. And you'll want them all. In washable Jackstraw \$6⁵⁰ DuPont Rayon—plain colors, prints. Sizes 12-18; 38-42

Designed exclusively for

QUEEN MAKE, 1550 BROADWAY, NEW YORK

IN SOLID COLOR LINEN... ALL SHADES... \$3.95

Buy them at: B. ALTMAN & CO., New York, N.Y.

KAUFMAN'S DEPT. STORE, Pittsburgh, Pa.

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THE DANIELS & FISHER STORES CO., Denver, Col.

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WM. HENGERER CO., Buffalo, N.Y.

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MAISON BLANCHE, New Orleans, La.

JORDAN MARSH, Boston, Mass.

REG. U. S. PAT. OFF.

DUTCH DECORUM

(Continued from page 79) The Prince drives her about her country at what some of her subjects consider a break-neck speed, but the gaiety and happiness of this young couple should do much to loosen some of the older, iron rulings, and the younger set looks to them for a lead in social life, more especially since Queen Wilhelmina, whose court and personal life bear a certain resemblance to that of Queen Victoria, finds the burdens of state increasingly absorbing, and is less and less disposed to temporize with the social aspects of the throne.

This energetic Royal lady, whose astute grip in matters economic and political is such that no Minister can tell her anything she does not already know, begins her day at seven a.m. and works unrelentingly (in spite of extremely poor eyesight) until she goes to bed at ten p.m. In consequence, Court receptions become fewer and fewer, and this year Her Majesty has abandoned the evening Courts in favour of afternoon receptions.

Dutch debutantes were formerly presented in a ceremony very similar to that held at Buckingham Palace. They come out at about the same age as the English girls, and are very strictly chaperoned during their first season: they are, however, given increasing freedom as they grow older. They do not, for the most part, adopt a career. Some take a course of domestic science, and a few go to college, inspired by the example of Princess Juliana who, to popularize the higher education of women, attended the University of Leiden and took a degree in Law.

GIFT OF CONGRESS

Since their own language may be regarded as something of a tongue-twister, the Dutch are blessed with the gift of tongues and are, for the most, tri-lingual. English nurses ensure that English is spoken almost before Dutch; later French and German governesses follow, and thus two or three languages are acquired fluently.

While Holland still abides by many of its strictest traditions, the younger generation is slowly, but surely moving towards a less rigid code. Dutch women can be very chic; in The Hague there are one or two houses whose *couture* is as *haute* as that of Paris. Beauty culture meets with a responsive public, but while *maquillage* is accepted, painted nails are still regarded with some disapproval.

Cocktail parties are enormously popular with the younger generation, who have adopted mixed drinks and American cigarettes, though their fathers remain faithful to the traditional Dutch "Jenever" and Havanas. Dutch cocktail parties are better arranged than most in that they have a definite time limit, and guests invited to attend between six and eight o'clock are not found carousing around an exhausted hostess at eleven p.m. Bridge is a real craze, which has swept Holland, and people will think nothing of driving right across the country for a game which may begin at six o'clock and go on far into the night.

Dinner-parties at The Hague are given all the year round, and prominent

hosts at The Hague are Jonkheer H. Loudon, President of the Royal Dutch Oil Company, Jonkheer Michiels, former Minister in Prague, and Jonkheer Snouk Hurgronje, Permanent Secretary of State and his wife, who is Dame du Palais to Her Majesty.

NO SERVANT PROBLEM

A curious old custom regarding dinner-parties is that every guest upon leaving the house shall drop a gulden into the hand of the butler. Thus a man who goes out to dinner with a wife and four daughters, let us say, pays six gulden (about twelve shillings) for the evening's pleasure. The sum total of tips is subsequently divided among the staff, so that dinner-parties in Holland find great favour with the servants. These servants are usually German. Four or five women servants are now considered an ample staff for even quite large *Kasteels*, those famous and historic houses both near The Hague and in outlying parts of the country.

Holland is still ruled by the *Code Napoléon*, so there are few big estates left, since these may not be inherited by the eldest son, but must be equally divided among sons and daughters. Even so, although these large properties are on the decrease, there are still a great number of superb old *Kasteels*, many still surrounded by water, as in the days of drawbridge and moat, and where week-end hospitality has come to play a large part in the life of owners and guests. The still, calm beauty of these historic houses, mirrored in the water, surrounded by their ordered gardens, has the romantic charm of an old Dutch master, a charm and dignity that Charles Morgan has captured in *The Fountain*.

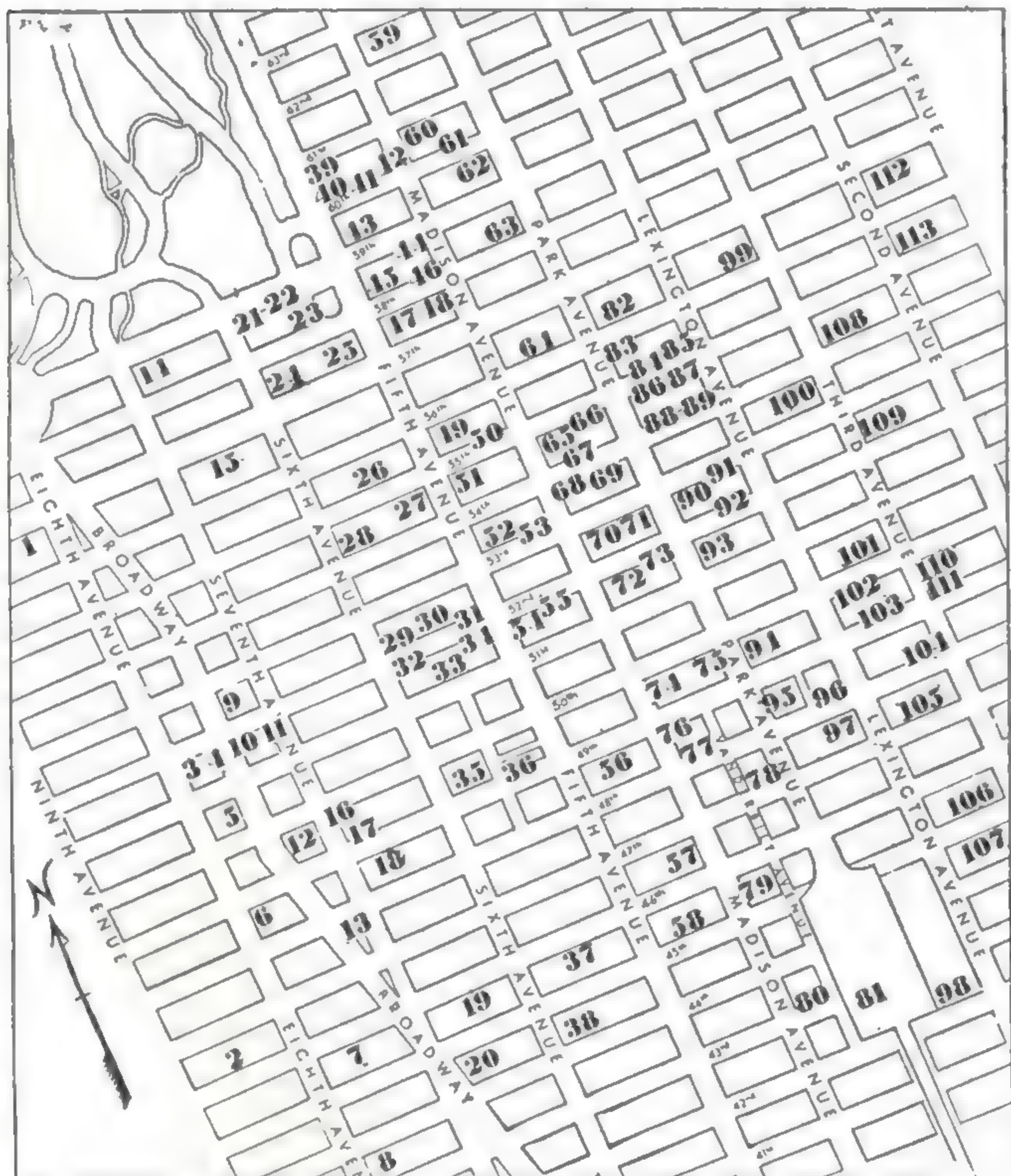
HISTORICAL KASTEELS

Kasteel Amerongen, belonging to Count Bentinck, is of international fame: it sheltered Kaiser Wilhelm II. after his flight out of Belgium in 1918. Kasteel Middachten, belonging to his nephew Bentinck, is even more beautiful, the interior, as in so many old Dutch houses, being almost pure baroque, while its gardens, which were laid out at the end of the eighteenth century, are world renowned. It is from this family that the Duke of Portland is descended, his ancestors having accompanied William and Mary to England in 1688.

It was at Kasteel Keppel that Louis XIV. lodged in 1672, when invading the Netherlands, and it was there that he received a deputation from the States General who came to negotiate for peace. From Keppel, too, came the ancestors of the English Keppels and of the Duke of Albemarle. Near The Hague is beautiful "Clingendael" belonging to Baroness de Brien; its former glories were revived when the late Grenville Emmet, then American Minister in The Hague, made it his legation. Baron and Baroness Creutz entertain very often at "Warmelo," their lovely house near Arnhem—the gardens are ranked among the most beautiful in the country.

In the province of Zeeland are the old (Continued on page 149)

NEW YORK RESTAURANTS ON THE MAP



A GUIDE TO THE RESTAURANTS ON PAGES 75, 143, 144, 145, 146, AND 150

(Continued from page 75) in town, with the entertainment on a convention-size basis. Dozens of pretty girls, the Calgary Brothers, who are not brothers, and who are enormously funny in dumb-show, trained dogs, and a ballet.

21. ST. MORITZ CAFÉ-DE-LA-PAIX—50 Central Park South: For pleasant, quiet dancing, when you want a gentle good dinner, some nice music, and a reasonable check.

22. LA CRÉMAILLÈRE—30 West Fifty-Ninth Street: A marvellous place to be alone. A superb penthouse view of Central Park, and you can eat either on the glass-enclosed terrace or the even quieter back porch. It is fairly expensive, and the *moules marinière* and the *coq au vin* are good.

23. PLAZA HOTEL—Fifth Avenue and Fifty-Ninth Street. Back room: Pea and green turtle soup, or frogs' legs, or Cherries Jubilee, invented by the Plaza and copied by every one, but the one great outstanding dish, which men know about, but women rarely do, is the magnificent steak.

The Persian Room: Pancho plays, and Veloz and Yolanda are dancing. It is expensive, and crowded with people who want to see who's there.

24. LA CONGA—57 West Fifty-Seventh Street: The rhumba is played more often and better here than anywhere else, which is probably why it is the newest and most popular late place of the year. It looks like El Morocco, without the zebra stripes, and it's mainly distinguished by cocoanuts, a cellar-like appearance, and the devotees rhumba-ing on the floor.

25. LONGCHAMPS—19 West Fifty-Seventh Street: Eggs Benedict and

baked apples are delicious here. (It is only one of the Longchamps chain.) The fresh vegetables are beautifully green, and the sizzling platters really sizzle.

26. ROBERT—33 West Fifty-Fifth Street: The Terrapin Maryland, served with Tio Pepe Sherry, is the best in town. Robert, who bows you into his uncluttered, pleasant dining-room, has a hot *madrilène* that is more reviving than a cocktail. He does beautifully with venison and with roast pheasant and sauerkraut.

27. GOTHAM—Fifth Avenue at Fifty-Fifth Street: Cheerful Swiss food in the cheerful Alpine Grill, with not too much emphasis on Switzerland.

28. WARWICK—65 West Fifty-Fourth Street: The bar is usually genial, and the Raleigh Room, itself, is pleasant for a casual dinner.

29. TONY'S—57 West Fifty-Second Street: Shrimp *coquille* that Tony himself thinks pretty highly of; and late in the evening, Spivy sings her sly songs.

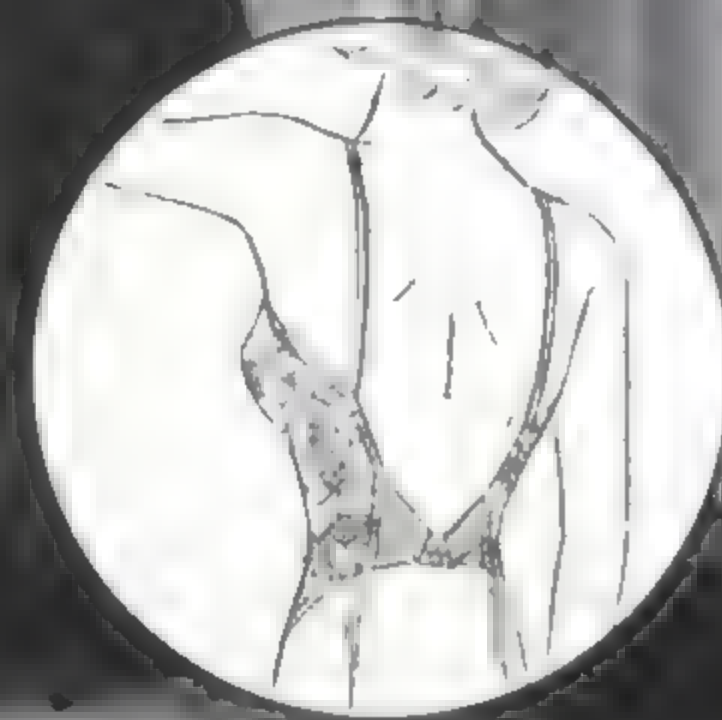
30. LEON AND EDDIE'S—33 West Fifty-Second Street: A floor show that is rough and noisy.

31. TWENTY-ONE—21 West Fifty-Second Street: Good food, done with precision, for the steadiest group of customers in town. The New Yorker staff, among others, rarely eats anywhere else.

32. ONYX CLUB—62 West Fifty-Second Street: Maxine Sullivan, the Negro girl who sings "Loch Lomond" with charm and elegance in a place that is noted for swing. ("The Music Goes Round and Round" started there.) Small, smoky, and (Continued on page 144)

Be Glorified

BY GOSSARD

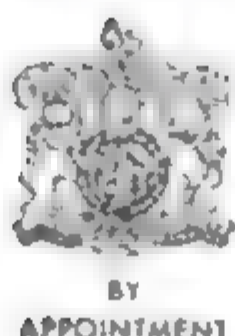


MisSimplicity* gives you glorious youthful lines . . . a high proud bosom . . . a concave diaphragm . . . a stem-like waist . . . and slim tapered hips. The diagonal pull of the waistline straps (shown in the insert) does the trick. The Beauty "X-Rayed" reveals a MisSimplicity* of lace and rayon satin and matching elastic fabric brocaded with a bow-knot design. The bow-knot motif is repeated in stitched embroidery. Model 6616.

*Reg. U. S. Pat. Off.
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SANDEMAN is always correct

You can serve Sandeman Sherries at any time—before, during and after dinner—or as a distinctive and delightful refreshment during and after a bridge game. A fine Sherry is always correct—and there's no finer Sherry than that made by the 147-year-old House of Sandeman.

Sherries imported from Spain
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SANDEMAN

SHERRIES & PORTS

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Never Before—A Bridge Set Like This!

SAMSON
ARISTOCRAT

2 COASTERS INCLUDED

IT FOLDS! YET STURDY AS A STATIONARY TABLE!

- Touch Lever Release!
- Washable, Stainproof Tops!
- Tubular Steel Legs!
- Large Round Corners!
- Triple Brace Frame!
- Large Playing Surface!

PRICE \$4.98

Complete Set—Table and 4 Chairs—\$24.90

Touch Lever folding release!

THE COMFORT OF A LOUNGE CHAIR!

- Luxurious Spring Cushion Seat!
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SAMSON

Aristocrat CARD TABLES & CHAIRS

NEW YORK RESTAURANTS ON THE MAP

(Continued from page 143) if you have elbow-room, which you haven't, the management feels that the wolf is at the door.

33. THE GOLDEN HORN—39 West Fifty-First Street: Armenian dishes for Americans, who are usually too scared to try the Oriental anise drink, *Raki*, that you mix with water. Order grape-vine leaves stuffed with rice in oil, and the extraordinarily fine pastries. There is one magnificent meat dish served in soup-plates with clabbered milk, and it is called simply *pideli deoner kebab*.

34. EIGHTEEN CLUB—18 West Fifty-Second Street: Jack White, who just talks, has had half New York finding out about belly-laughs. Noisy, rushing, and heckling; the later you get there the better.

35. RAINBOW ROOM—30 Rockefeller Plaza: Good expensive food, nice music, a view people cross the country for, and someone doing a bit of entertaining such as Dorothy Fox, or Alec Templeton.

36. CAFÉ LOUIS XIV.—15 West Forty-Ninth Street: It's cheerful and central, and fairly expensive, and you eat in a certain amount of pomposity.

37. HENRI'S—40 West Forty-Sixth Street: Curries, frenchied up, that are delicious, as are the *confiseries* and the salad dressings, which are a bit biting. It is big and French and good.

38. ALCONQUIN—59 West Forty-Fourth Street: The actresses and actors who crowd the pinkish dining-room for lunch get good, not too expensive, food, and a lot of news.

39. PIERRE HOTEL—Fifth Avenue at Sixty-First Street: Dignity, and as fine a menu as you want—it is, naturally, expensive.

40. CHEZ JEAN—11 East Sixtieth Street: Jean, who first made his reputation as caterer of caviar and turtle soup (he still sells caviar, along with other dishes, in the shop out front), has fine French food, at high prices. It is small, tea-roomy, filled with pleasant people, who order excellent terrapin Baltimore, good beefsteak, and game. Jean has a

really good chef who can and does cook extraordinarily well anything you order.

41. NEW ORLEANS—17 East Sixtieth Street: Chicken Jambalaya, and Creole crab gumbo, and hot biscuits, done well in a Southern tea-room manner that should not be scorned.

42. MASCOTTE—19 East Sixtieth Street: Cozy dining, and you can get English *sole maison*, done in white wine with noodles, mushrooms and tomato *au gratin*, or *fromage à la crème* in season. There's an inexpensive Italian specialty every day, and an intelligently chosen wine list always.

43. SHERRY-NETHERLAND—Fifth Avenue at Fifty-Ninth Street: Theatre dinner that is quick and moderate in price. The first course is chosen from a big table, the rest from the waiter, and a gong, in a miniature theatre, reminds you when to leave.

44. LONGCHAMPS—Fifty-Ninth Street and Madison Avenue: The largest of the chain, but otherwise just the same.

45. SAVOY-PLAZA—Fifth Avenue at Fifty-Ninth Street: Wonderful for snack suppers. There's dancing to Gerry Morton's orchestra, and some one always sings.

46. MADISON HOTEL—15 East Fifty-Eighth Street: The best *sole bonne femme* in town and very good wines, with an informative wine list for people who don't know their way around the noble and distinguished vintages. The helpful *sommelier* is the only one in town who actually tastes with his silver cup.

47. REUBEN'S—6 East Fifty-Eighth Street: Smoked turkey that is superb. The food is nourishing and heavy, and every one knows about the sandwiches. It stays open all night.

48. LE MIRLITON—14 East Fifty-Eighth Street: The chef is proudest and rightly so of his hors-d'œuvres, salads, and desserts. It is French, and small.

49. THEODORE'S—4 East Fifty-Sixth Street: Good, expensive food—pleasant for lunch because the service is so

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NEW YORK RESTAURANTS ON THE MAP

quick. Mr. Titzé, who runs it, is one of the most famous restaurant deans. (Upstairs there is a new room. Le Ruban Bleu, quiet, small, and, it hopes, intimate, with a Brazilian girl singing.)

50. L'AIGLON—13 East Fifty-Fifth Street: Quiet spot, with a certain amount of dignity and French food.

51. ST. REGIS—Fifth Avenue at Fifty-Fifth Street: Some of the food is superb, and it doesn't matter whether you are in the Iridium Room or the Maissonette Russe, but, if you are in the latter, the waiters, in Russian clothes, serve Russian food, a lot of it in flames. (Russians sing and do dagger dancing, and the whole place is just right for whispering in corners.) Upstairs in the Iridium Room, Emil Coleman, whose music and memory for the hits of fifteen years ago are unbeatable, plays like a letter from home.

52. STORK CLUB—3 East Fifty-Third Street: If you come often enough, Sherman Billingsley will give you drinks on the house, lucky pennies, and even orchids. Débutantes make the grade when they know the orchestra leader well enough to wave at him. (The columnists, who hug the bar, don't wave.) No one can hear anything any one else is saying, which is frequently fortunate. It is fairly expensive, the food all right, and youth is triumphant.

53. CAFÉ ST. DENIS—11 East Fifty-Third Street: A temperamental place. Sometimes the food is delicious and quick; sometimes slow, but it's inexpensive.

54. CAFÉ CONTINENTAL—10 East Fifty-Second Street: Game, huge portions, and innumerable débutantes, filling this long, thin restaurant. The service is loving.

55. LA BELLE MEUNIÈRE—12 East Fifty-Second Street: A nourishing bourgeois dish every day for lunch, and very good, too. An excellent French restaurant, with somewhat expensive food.

56. VENDÔME GARDENS—18 East Forty-Ninth Street: The Caviar restaurant has moved in with it now.

57. RITZ-CARLTON—Madison Avenue at Forty-Sixth Street: Particularly good

for lunch, and right now the Grill is the place. The *Poire Brillat-Savarin* couldn't be better.

58. DIVAN PARISIEN—17 East Forty-Fifth Street: Salads, and good strong dressing, and ever so many dishes in cream. The old Delmonico staff organized it, and at lunch it is crowded.

59. PASSY—28 East Sixty-Third Street: Boned smelts with a special mustard sauce that has never been copied. The game is meticulously served. The red and white room is charming, and the whole place has flavour.

60. COLONY—667 Madison Avenue: Every one knows how good the food is, how the dogs wait in the ladies' room, and how certain tables are always identified with certain personalities—Mrs. Irving Berlin and Mrs. W. K. Vanderbilt, among others.

61. BETTY BARCLAY—33 East Sixtieth Street: Extraordinarily good tea-room food, strictly American. The green vegetables and mashed potatoes are better than in most private houses. (The potatoes are actually freshly cooked and light.) The caramel cake is a marvel.

62. LA SALLE DU BOIS—36 East Sixtieth Street: *Bœuf sauté au vin rouge* (with mushrooms in it). A pleasant place, French, and not expensive. There are backgammon-tables, and you can talk.

63. LA RUE—45 East Fifty-Eighth Street: A lovely Cuban girl sings, and the food is good, expensive, and lush. If you don't want to talk, dance, or even drink, a palmist will hold your hand.

64. LE COQ ROUGE—65 East Fifty-Sixth Street: If you order ahead, you can get any of the great Italian specialties. There are two excellent Italian dishes anyway, every day. With the robust Italian dishes, there is a very good Italian red wine, called *Salaparuta*, but you don't have to stick to Italy.

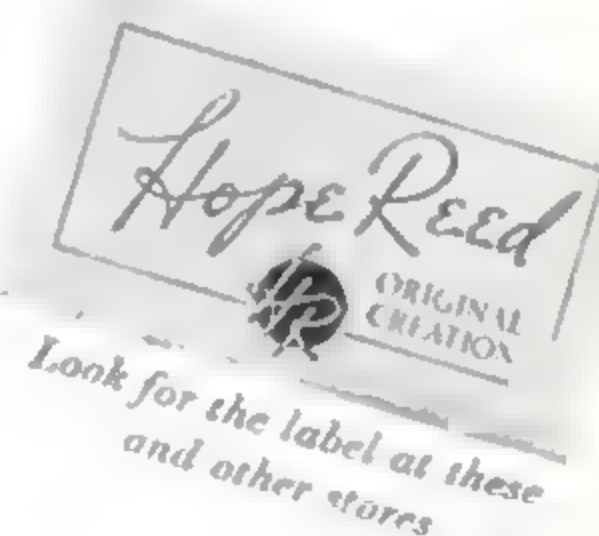
65. ARMANDO'S—54 East Fifty-Fifth Street: A Ching Gong Room (that's that ancient Chinese game), character reading, dancing, music, and pleasant food, with lots of people eating it.

(Continued on page 146)



Hope Reed DESIGNS
for fun in the sun . . .

Hope Reed is a young designer who puts verve and sparkle into her clothes. She knows what's right for resort wear, and she knows that good taste needn't be expensive. The dresses illustrated are Klokasheer, a crinkly cotton that's perfect for traveling and home use. It won't muss and can even be washed without ironing. *Left*: new bayadere stripes, Talon fastened. 12-20. *Right*: two-piece dress with lingerie ruffle and grosgrain bows. 12-18. Navy, black, brown. 4.00



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NEW YORK RESTAURANTS ON THE MAP

(Continued from page 145) 66. GIOVANNI'S—66 East Fifty-Fifth Street: Italian food, with the favorites—*scallopine à la Marsala*, and chicken Tetrastini. It is simple and conversational.

67. GAY 'NINETIES CLUB—57 East Fifty-Fourth Street: It looks like an old saloon, which is now an advantage, and there is geniality in great big lumps. At midnight, there is a "Memory Show," and every one sings "Put On Your Old Gray Bonnet."

68. WEYLIN—Madison Avenue at Fifty-Fourth Street: The bar is where all ages meet, and you run into people you never expected to see again. The liquor is rather expensive, but the lunch is not. There are guitars.

69. ÉLYSÉE—56 East Fifty-Fourth Street: Informal, and you get your money's worth at lunch. The place is filled with women who know a bargain when they eat one.

70. MICHEL'S—38 East Fifty-Third Street: Frogs' Legs Provençale and good hors-d'œuvres. If you are wise, you will go upstairs where it is quiet.

71. PIERRE'S—52 East Fifty-Third Street: Nice *Zabaglione*. Small, typical of the little restaurants on the block, with this difference; Pierre has a wine room, with the walls lined with bottles, and it often is used as a private dining-room. Every Monday is Wine Day, and there is a twenty per cent. reduction.

72. LOUIS AND ARMAND—42 East Fifty-Second Street: *Vichysoise*, awfully cold, and desserts made up for you when you can't make up your mind what you want. It is not really expensive.

73. JOSEPH'S—46 East Fifty-Second Street: The Continental touch to American dishes. Jumbo squabs with wild rice, and what is best of all is the good and wisely chosen wine list. (Not cheap.)

74. NEW WESTON—Madison Avenue at Fiftieth Street: Very English, with a chef perambulating roast beef on a silver wagon. The place is filled with young things.

75. SHERRY—300 Park Avenue: The Louis Sherry Room is still good, still expensive, and you must dress to dance at dinner.

76. LONGCHAMPS—Forty-Ninth Street and Madison Avenue: See Number 25.

77. CHATHAM—Vanderbilt Avenue at Forty-Eighth Street: Try goose liver or *coquille de capon* in the pleasant Adam room.

78. THE MARGUERY—270 Park Avenue: The originator of that hot canapé that you get everywhere—tuna-fish, hot mayonnaise, chives. Continental food; Marchisio, the head man; and ever so many women lunch there who care more for sole than for wine.

79. ROOSEVELT—Madison Avenue at Forty-Fifth Street: Guy Lombardo and music that is sweet.

80. BILTMORE—Madison Avenue at Forty-Third Street: The quickest cocktail in town as practically every one is about to catch a train. The hot appetizers are good.

81. OYSTER BAR—Lower Level Grand Central Terminal: Magnificent oyster stews at the bar.

82. LOMBARDY—111 East Fifty-Sixth Street: Hunt breakfast of cocktail and eggs and bacon and muffins and coffee.

83. FAIRFAX—116 East Fifty-Sixth Street: A nice quiet bar, good for conversation and talking it over.

84. AMERICAN MUSIC-HALL—141 East Fifty-Fifth Street: For the rowdy in you, especially if you can still react to the combination of beer and "The Fireman's Flame," played straight. It really is fun.

85. CHARLES À LA POMME SOUFFLÉE—157 East Fifty-Fifth Street: Charles tells you what he has for dinner, and you get all of it. It is not cheap.

86. JOE DU PIERROT—112 East Fifty-Fifth Street: Simple food that is not too expensive.

87. KIT KAT CLUB—152 East Fifty-Fifth Street: (Continued on page 150)

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THAT LOOSE LOOK

(Continued from page 63) And right here, may we slide in edgewise a word about pleats? Every species in the lexicon is pressed into service this spring: box-pleats, knife-pleats, sunburst-pleats, stitched-down pleats, released pleats. A dream of a black net evening dress is pleated from neck to ground. Printed day dresses from neck to hem. Town skirts and country tweed skirts are pleated—no more kicks against walk-cramping skirts! Day and evening boleros are pleated—one of the loveliest a bolero-blouse of mimosa-and-black crêpe flipping above a black skirt.

No spring, of course, is spring without a suit. And 1938 is no exception. Have a little more English ease in yours this year—easier armholes, gentler lines. Have a regulation jacket or a bolero—a short bolero or one that slips down a fraction below the waist. Have that national anthem, a blue suit, or better still have a blue skirt and violet-checked jacket. Have a rose tweed one—the flush of rose is all over. Or have grey—a dark grey jacket, lighter grey skirt, and team with it white, soft blue, chamois-yellow, cerise, or red occasionally.

What will make or break clothes, this spring, is colour. Nothing matches exactly any more. Four or more shades aren't too many to get along amiably together—poly-colour is the word for it. Have a pink tweed suit, a blue top-coat, wine-coloured beret, and purple scarf. If that staggers you, be convinced by looking on page 62.

Mix together those muted, greyed tones, known as mezzotints in the Mauve Decade: lavender, wistaria, rose, primrose, violet. One ensemble, for instance, allies a greyish-mauve coat with a deeper mauve dress—the coat being lined with the same colour as the dress. It's a fine entente cordiale saved from being sappy by a strong note of navy-blue in hat and gloves. Another ensemble teams a leaf-green coat and yellow dress; another, apple-green and turquoise; another, saffron, lavender, and purple. This colour juggling takes a sure hand and a sensitive eye. Go too far, and you're apt to compete with a circus-poster.

For late afternoon, have a printed dress that's a carnival of flowers—handfuls of lush flowers tossed helter-

skelter on a black ground. There's a beautiful series of these dresses in town. A black one with fuchsia and pink flowers, worn with a gigantic fuchsia straw cart-wheel and fuchsia suede gloves. A blue one with green and yellow flowers, worn with a grass-green straw cart-wheel and green gloves. Some of the pastel gloves this year are so beautiful you could build a costume around them. There are neat prints, too, for day—sweet cameo prints, charm motifs, pen-and-ink designs, stripes like rain trickling down window-panes, the adored dots.

No wails can go up that hats are a trial this year. Name any shape you like, and you can put your finger on it: boaters, Bretons, sailors, saucers, tricorns, turbans, pill-boxes, and cart-wheels. The shape may be familiar, but the trimming won't. Flowers are planted like flower-beds on crowns, feathers, and flowers rear out of bows, veils have forgotten their original purpose in life—and live for nothing but ornament. They pursue such devious, labyrinthian courses that our sackful of words is at a loss—see some of them on pages 64, 65, 72, 73.

At night, too, fulness is let loose upon the scene. Full skirts are gathered or shirred onto low-waisted bodices. Dress tops are shirred or smocked. Dinner-dresses pretend to be blouses and skirts...the blouse often circled with rows of ruching or tiers of lace, like a rumba dancer's. One black lace blouse is nothing but tier after tier of narrow black lace, set above a full black skirt. Another blouse is set above a skirt that is all tiers of lace.

There's a murmur of taffeta in the evening air, too. One blue taffeta dress has a mile-wide skirt, a smocked bolero, and a smocked white mull blouse. Boleros—shirred, pleated, or smocked—are everywhere. Apropos of colour—two, three, four, or more shades go very happily together. Pale blue and pale pink tops (there's pink again) are mounted on black skirts... (see page 68). Three vivid shades of lace burst into tiers, as on page 91. Four or more shades of violet are banked across the chartreuse yoke of a violet chiffon dress. And the flowers on evening prints are larger and livelier than anything in any seed catalogue.

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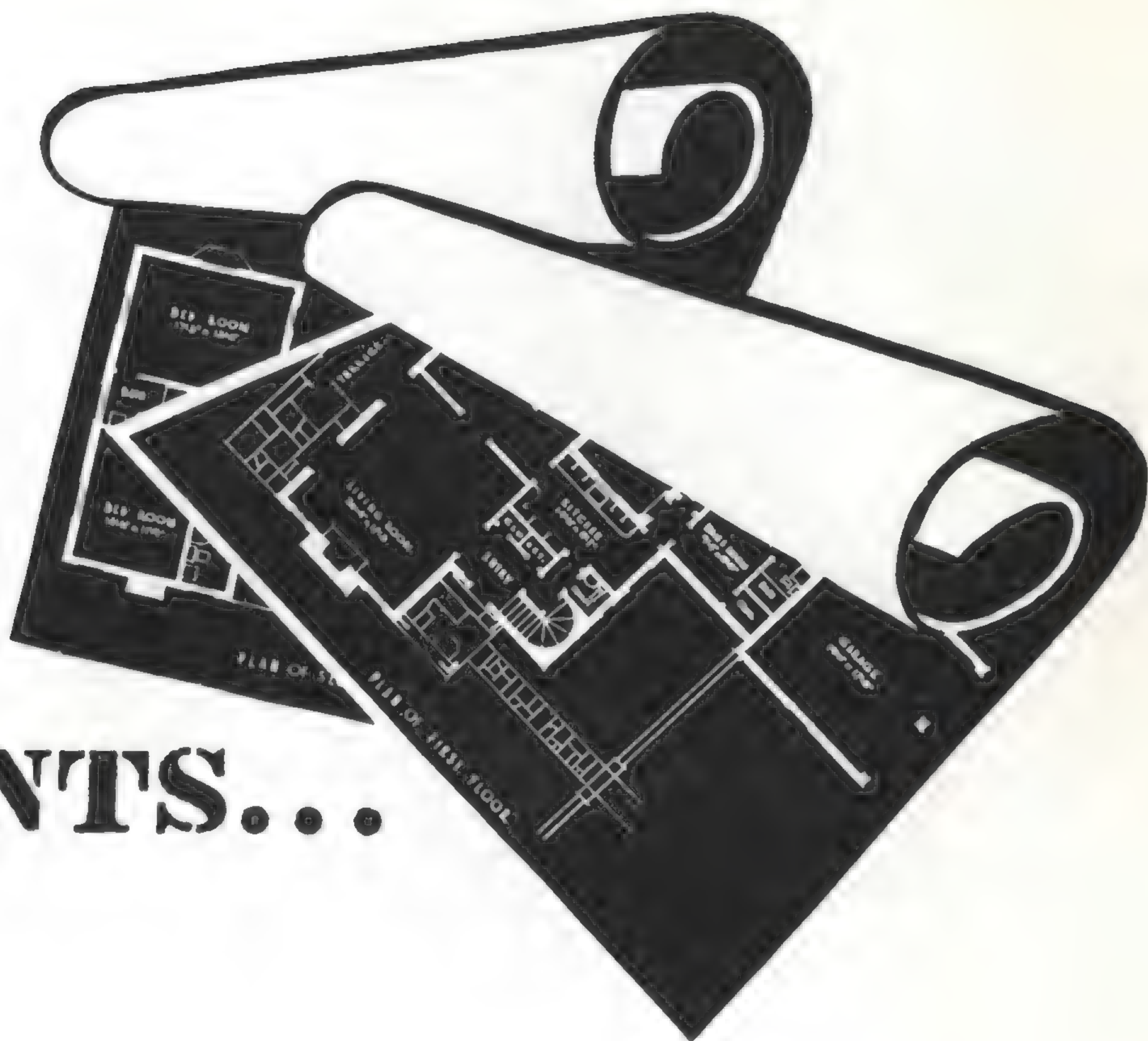


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THIS IS ENGLAND tells you *what* you will see in England, and *how* to see it. The quiet beauty of the English countryside, the rugged beauty of the English

coast, the majestic beauty of her buildings are described in this fascinating booklet, lavishly illustrated with sepia photographs. ASSOCIATED BRITISH RAILWAYS, DEPT. V, 9 ROCKEFELLER PLAZA, NEW YORK, NEW YORK.

HOTEL DEL MONTE—A little book tells you all about the sports at this famous resort on the Monterey Peninsula. Marvellous facilities for golf and all your favourite sports, a beautiful setting, and a mild climate make this an ideal vacation-spot. HOTEL DEL MONTE, DEPT. V, DEL MONTE, CALIFORNIA.

THE AMERICAN TRAVELER IN EUROPE is an interesting book on independent travel in Europe. Valuable information on reservations, travel funds, and American Express service abroad is included. Suggested itineraries make this booklet doubly valuable. AMERICAN EXPRESS, DEPT. V, 65 BROADWAY, NEW YORK, NEW YORK.

SOUTHERN CALIFORNIA. An "automatic trip planner"—80-page official guide book—plans your trip for you from start to finish: what to see and do, how to travel, time required, and what it will cost! This booklet contains beautiful photographs and many helpful maps. ALL-YEAR CLUB OF SOUTHERN CALIFORNIA, DEPT. V, 629 SO. HILL STREET, LOS ANGELES, CALIFORNIA.

Schools

VOGUE'S SCHOOL DIRECTORY contains a listing of private schools for boys and girls, and vocational schools for men and women. It also gives helpful information about *how* to choose a school. A copy of the Directory may be obtained by writing VOGUE'S SCHOOL BUREAU, DEPT. 15, 420 LEXINGTON AVENUE, NEW YORK, NEW YORK.

Wardrobe

HOW TO STAY IN STYLE. Becoming lines for all figure types are sketched in this helpful booklet prepared by the makers of Humming Bird hosiery. Information on the spring silhouette, spring colours, and colour combinations is also given. This helpful booklet will help you plan your spring wardrobe. Please send ten cents. DAVENPORT HOSIERY MILLS, DEPT. V, 385 FIFTH AVENUE, NEW YORK CITY.

MCCUTCHEON'S SILK SAMPLES including Liberty prints, imported prints, printed crepes, sports silks and washable silk broadcloth will be sent to you on request. MCCUTCHEON'S, DEPT. V, FIFTH AVENUE AT 49TH STREET, NEW YORK, NEW YORK.

UNDERNEATH IT ALL—A VASSARETTE. Twelve Vassarette styles are illustrated in a new folder—each model individually designed. This booklet emphasizes the importance of having a supervised fitting to determine the best style for you, and to adjust it to your particular needs. VASSAR CO., DEPT. V, 2545 DIVERSEY AVENUE, CHICAGO, ILLINOIS.

LLAMAS AND LLAMALAND, by Sylvan I. Stroock, is a fascinating account of the "llama" family—the various classifications, their habitat in the Andes and the existence of the simple and colourful inhabitants of this remote region. The chapters devoted to fleece and fabric explain the phases through which the fleeces pass before they reach their final form. For your copy, write S. STROOCK & CO., INC., DEPT. V, 404 FIFTH AVENUE, NEW YORK, NEW YORK.

DUTCH DECORUM

(Continued from page 142) estates of the van Tuylls van Serooskerken: their coat of arms bears the English Rose awarded them by James I. in commemoration of a Baron van Tuyll, a member of this famous family who fought in the Wars of the Roses. Weekend parties are often given by Count and Countess van Lynded at Kasteel Sandenburg, and by Jonkheer Richard van Schuylenburch and his Canadian wife at Kasteel Wisch, in the eastern part of the country, where a squash-court has lately been added. This and the one at Middachten are the only existing private courts in Holland at present.

Sports in Holland consist chiefly in golf, tennis, shooting, and fishing. There are many fine golf courses, and one of the most popular is the Noordwijk Golf Club, of which Count van Limburg Stirum van Noordwijk is president. The coast dunes offer excellent cover for pheasants. But hunting does not exist. Foxes are shot, which some will say is barbarous, but others, humane. An old law forbids the hunting of animals with a pack of dogs, and, though this law is practically obsolete, it speaks volumes for the Dutch spirit of tradition, toleration, and humanity, that they do not seek to circumvent it.

ARTIFICIAL ICE-RINKS

The popularity of riding increases daily, but one finds it inexplicable that those long, hard-frosted winters are no more—and skating (with those little figures flying on winged feet over cold shining wastes of ice which we knew and loved on the canvases of the Dutch painters) is unhappily an ephemeral and fading joy. And, irony of ironies, a new ice-rink has just been opened, to popularize ice-hockey!

But perhaps the most ironic fact of all, is that the old Dutch masters have for the most part left the private collections and are dispersed over the world. It is true that there is an occasional family portrait of note, and that the Six family's Rembrandts are superb, but almost the only outstanding private collection is that of Madame Kruller, and these are modern pictures, Van Gogh, Cézanne, and others.

WHERE PEACE IS LASTING

As to two other national heritages, Dutch silver and Delft, they still flourish, although contemporary Delft has "gone modern" and introduces splashes of colour, which cause the more conservative connoisseurs some pang.

Holland is, above all, a serene country, full of kindly people who keep alive a tradition of gracious living. As one sails along the canals, dyked high above the landscape, and looks down over the pastured Netherlands, one feels that in all the European cauldron, this is one of the few remaining countries where peace is a lasting fact rather than an illusion. It is a country which to know, is to love.

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LIPID TREATMENT

NEW YORK RESTAURANTS ON THE MAP

(Continued from page 146) Harlem on the East Side, and if you feel you must go for dinner, try the fried chicken. The dance floor is small, but no one cares, and the Negro floor show is tireless.

88. LE MIRAGE—125 East Fifty-Fourth Street: For an early evening of dining, and dancing, and not spending too much.

89. TESSIE'S OLD VIENNA—133 East Fifty-Fourth Street: Liver balls and *Schnitzel*, done perfectly by Tessie, who used to be housekeeper for Norma Shearer. She also does all the marketing and the talking. Preferring good cooking to variety, she is limited, but that is all to the good. In summer, by the way, the peach bowl is something—cognac, curacao, Rhine wine, and champagne, with ice, maraschino cherries, and peaches in frosted balloon glasses.

90. VOISIN—375 Park Avenue: The sort of food you don't get anywhere else. The chefs of this famous place are proud of their *koubiliac*, make a marvellous stew of turtle fins, and serve the finest venison that almost any one has eaten in this country. They can even bake a potato properly. (It is definitely expensive, as you can imagine.)

91. MON PARIS—142 East Fifty-Third Street: It is a comfortable, rosy place, with careful service, nice food, and some dancing, for not very much money.

92. TONY'S TROUVILLE—112 East Fifty-Second Street: Full of debutantes burbling, eating expensive food, and having a fine time just talking.

93. AMBASSADOR—Park Avenue at Fifty-First Street: A genial place to eat, dance, and be entertained—and it's even pleasant for breakfast.

94. WALDORF-ASTORIA—Park Avenue at Fiftieth Street: Leo Reisman and Sheila Barrett are reason enough.

95. PARK LANE—299 Park Avenue: Quiet, not too crowded for the waltz (but the dancing stops at ten). Dogs, incidentally, can be left in the ladies' room.

96. THE BARCLAY—111 East Forty-Eighth Street: Good for a quiet lunch or dinner, and not too expensive.

97. CRILLON—277 Park Avenue: Austrian dishes, and a wonderful cake called *Sacher Torte*, with hot coffee and whipped cream. Good quick lunches, and the buffet in the bar looks exciting with the copper pots and pans in plain sight.

98. COMMODORE—Lexington Avenue at Forty-Second Street: Red Norvo's swing band, with Mildred Bailey singing.

99. LA CHAUMIERE—163 East Fifty-Sixth Street: The chef who used to be with the Societé Interallié in Paris does a *poulet masse* in which he puts veal kidneys, and mushrooms, and Virginia ham sauce before he bakes it. He doesn't believe in rushing you through.

100. EL MOROCCO—154 East Fifty-Fourth Street: The food is extremely good, mainly because Perona's brother, Joseph, who is fat and loves it, takes care of the kitchen, while Perona, himself, with a brandy and Vichy, wanders around among the diners, who have an abnormal passion for heat, smoke, and gregariousness.

101. VERSAILLES—151 East Fiftieth Street: The lounging facilities are good, the food pleasant, and it's crowded, late.

102. GLASS HAT—Lexington Avenue at Forty-Ninth Street: Shining and new, and not expensive.

103. MAUD CHEZ ELLE—151 East Forty-Ninth Street: *Paysan* French food in a tiny room. Maud writes her menu on a slate, and, if she doesn't like your looks, she may show you the side with prohibitive prices.

104. MONT D'OR—255 East Forty-Eighth Street: *Escargots* and *raie au beurre noir*, and even *moules mariniere*, in a sweet little place.

105. MARNEL—131 East Forty-Seventh Street: Guinea hen *Perigordine* and *coq au vin rouge*, and not very expensive. They will cook almost anything to your order.

106. CHEVAL PIE—145 East Forty-Fifth Street: Unpretentious French restaurant with nice enough food.

107. CHRIST CELLA—144 East Forty-Fifth Street: Steak, pheasant with wild rice, cooked to order by the proprietor's wife and served by friendly, coatless waiters. Solid food and worth the price you pay. Good *bouillabaisse* on Fridays, and a masculine touch over all.

108. ZUM BRAUHAUS—207 East Fifty-Fourth Street: Wiener *Schnitzel*, and sausages, and draught beer. Instead of table-cloths, there are innumerable initials carved on the tables. The proprietors, incidentally, were once wrestlers.

109. RATHSKELLER—201 East Fifty-Second Street: One of the best of the Swedish places, older than most, deserves its reputation. Good Swedish pancakes, and plenty of bits of fish.

110. CHAMBORD—803 Third Avenue: Excellent, expensive food—*poulet Bourignonne*, *omelette Chambord*, and beautiful hors-d'œuvres.

111. MANNY WOLF'S—201 East Forty-Ninth Street: Chop-house style—good steaks, and hearty dishes.

112. GRIPSHOLM—324 East Fifty-Seventh Street: Swedish, with an American cast, and the usual good *smörgåsbord*.

113. HAPSBURG HOUSE—313 East Fifty-Fifth Street: Practically the best mint julep in town in this Tyrol restaurant. (Bemelmans, who draws and writes for *Vogue*, started the place.) Simple, but exceedingly good food, and they do *goulash* in a dozen ways—one of them being with cream. Very fine Rhine and Moselle wines.

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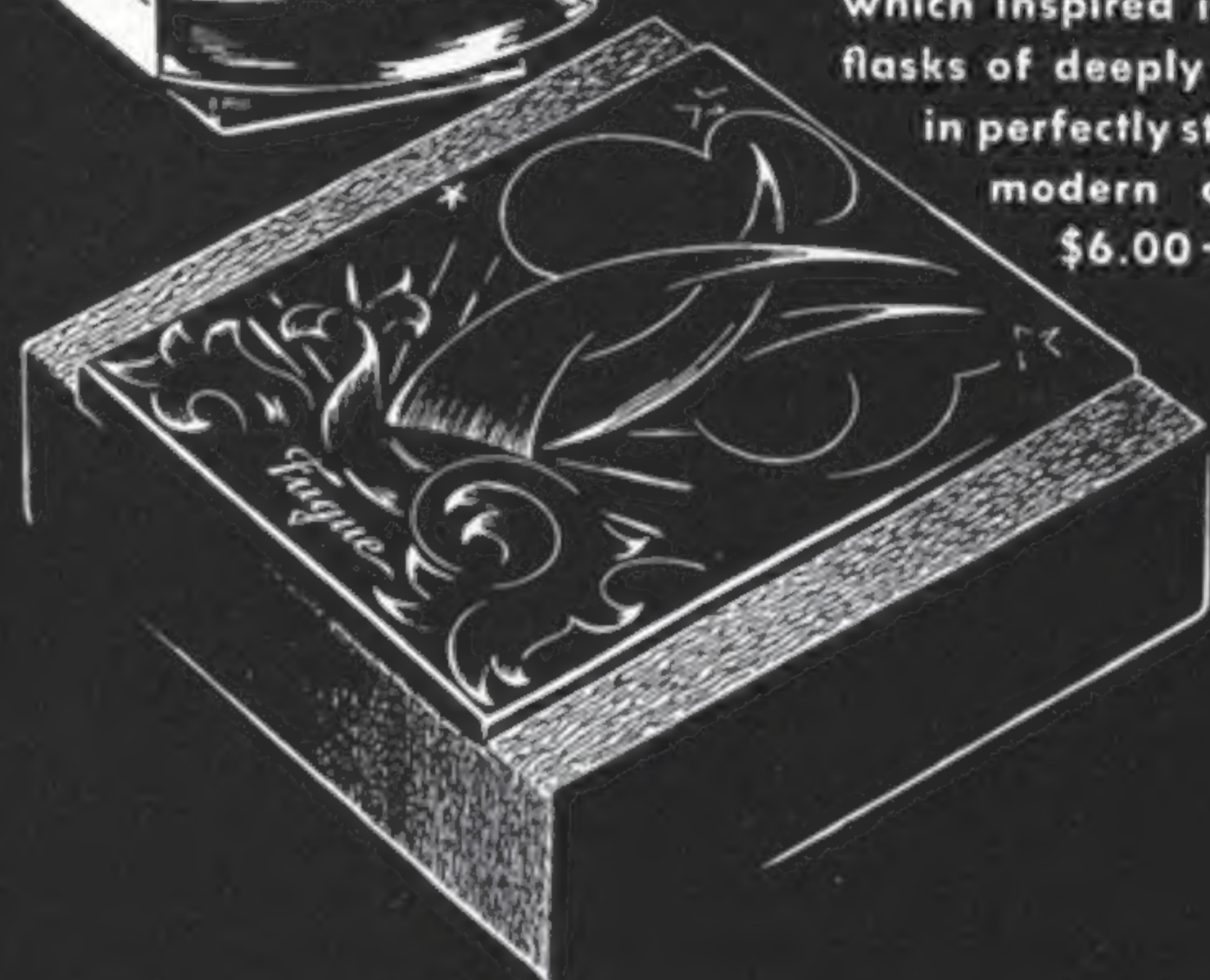
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